

Brand guidelines

Central Team

Version 1.0 - December 2024



JESIP
Working Together – Saving Lives

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Our logo

Our logo represents the trustworthiness, unity, collaboration and authority of JESIP. When used properly, it should instil trust in people that the message or material we are conveying is evidence-based and appropriate.

The JESIP logo and JESIP branding should **only be used** when you are communicating, delivering or representing approved JESIP messages or materials, as available in the resources on our website or in otherwise approved JESIP toolkits and training packages. Or as set out in these guidelines. Or with our explicit permission.

The JESIP logo and branding should never be used, adapted or manipulated in any other way. Nor should it be applied to products or materials that are only based on JESIP policies or principles, or about joint working or emergency response more generally.

Logo elements

The JESIP Logo is made up of three elements:

1. The helix
2. The JESIP wording
3. The strapline



Using our logo

Our logo consists of three elements that always must be kept/used together. These are: the helix, the strapline and title.

To ensure our logo is used consistently in every situation, we have several different versions. The following pages will help you select the right one for your purpose and use it correctly.

You must only use approved versions of our logo, so we do not dilute the strength of our brand.

The mono versions should only be used when only one colour is possible.

[Download the logos here](#)

Primary colour logo (horizontal)



Colour logo - this works well on a white background



Colour logo with white text and transparent background - this works well against dark backgrounds



Colour logo with white text and transparent background - this doesn't work well against coloured backgrounds

Secondary black and white logos

Use where only one colour is possible



Black logo



White logo

Colour contrast

It is important to consider colour contrast when using our logo, as background colours will affect its clarity.

We have various logo options to use. Please observe the following information to ensure JESIP materials achieve the greatest possible impact.



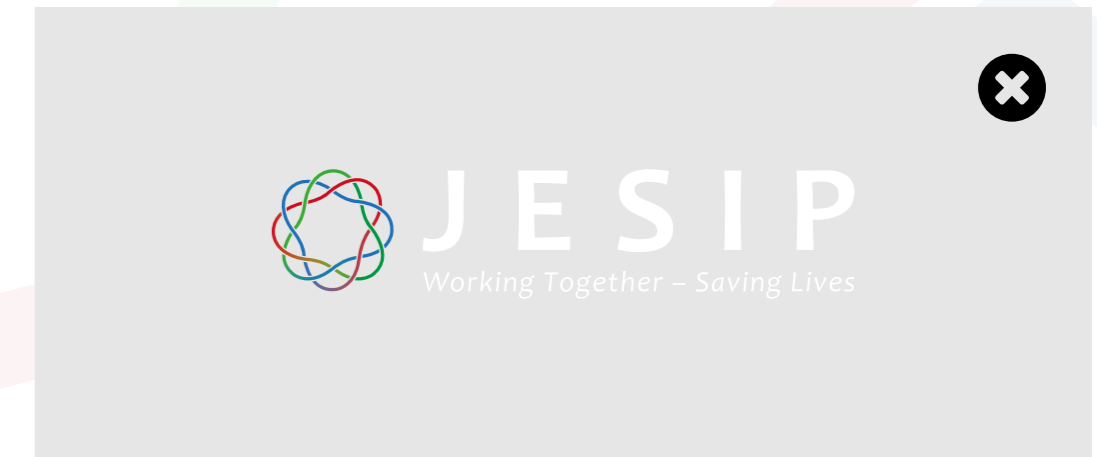
Wording gets lost as background is too dark



Wording is fully readable with good contrast, but the helix and strapline are not



Logo gets lost as background is too dark/complicated



Title gets lost as background does not contrast enough



Title is fully readable with good contrast



Title is fully readable with good contrast

Clear space

'Clear space' is a design term referring to a specific amount of space that a logo must have on all sides, regardless of where the logo is being used.

Clear space is vital to ensure a logo is clearly visible and has impact. It prevents a logo from 'floating', or being crowded by other information or graphics.

The clear space needed for our logo is defined by the JESIP helix. Simply use the size of the helix (demonstrated here with 'X') and apply it around all extremities of the logo.



Image contrast

Using images is a great way to increase the impact of a visual, but this can often mean that brand assets must sit on top.

We didn't want to constrain our logo with a box, so when we're using it over images and colours, it's important to take placement and contrast into careful consideration. Use the visuals opposite as a guide when using our logo on top of images.



In this example, you can see that our logo is lost against the background. This is not acceptable logo placement and the contrast is not sharp enough.



In this example, a dark overlay has been applied on the whole of the image to artificially create enough contrast for the logo to be used. This is acceptable logo placement and contrast.



In this example, the logo has been placed on a section of the image that is out of focus. This is acceptable placement and contrast.

Logo misuse

Everything must look and feel consistent, showing confidence in our identity and engendering trust in the people who engage with JESIP.

Using any of the logos incorrectly can make our organisation look unprofessional.

Here are some examples of logo misuse.



Do not rotate



Do not stretch or squash



Do not change the scale of individual elements



Do not change the colour



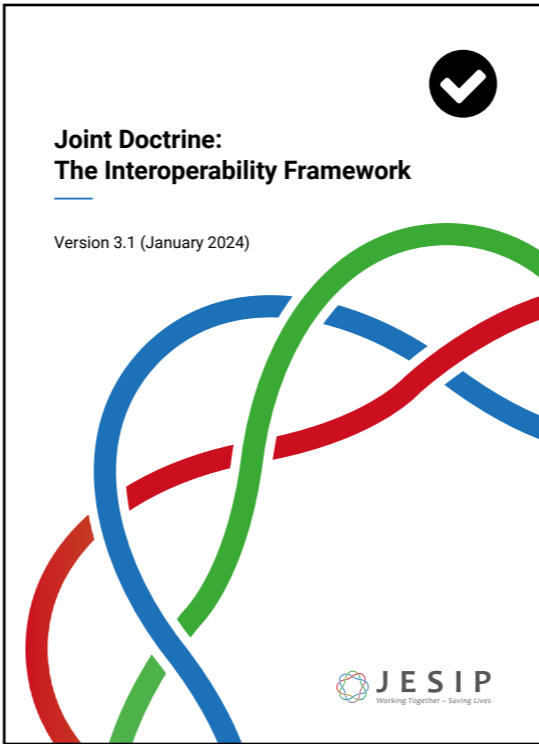
Do not change the typeface



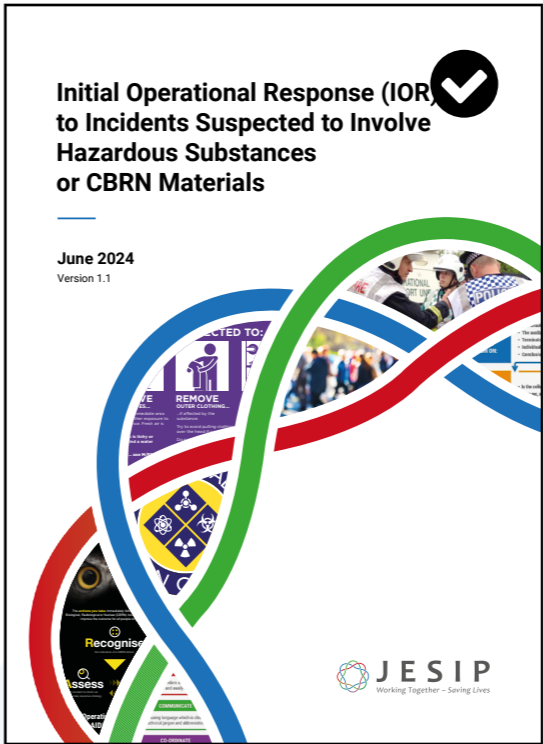
Do not use as an outline

Use of the helix

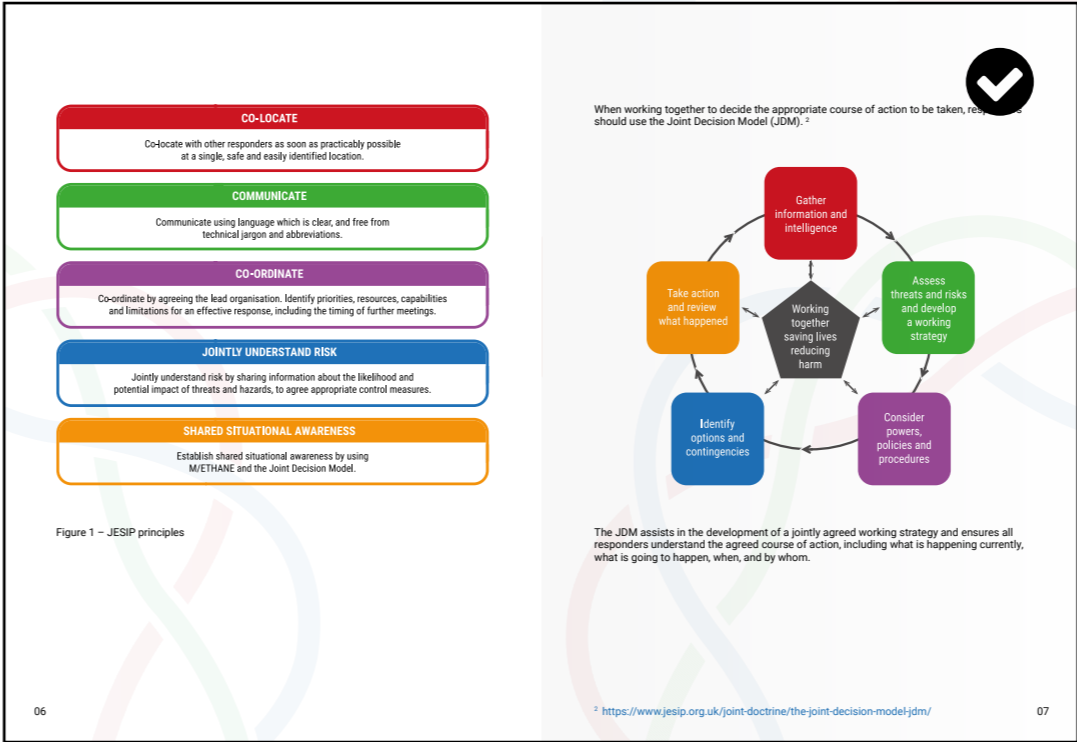
The helix can be used as a separate element, either as part of a front cover at 100% opacity (with or without intersecting images), or as a watermarked document background, at 5% opacity.



Front cover



Front cover with intersecting images



Inside spread with watermarked background

Logo size

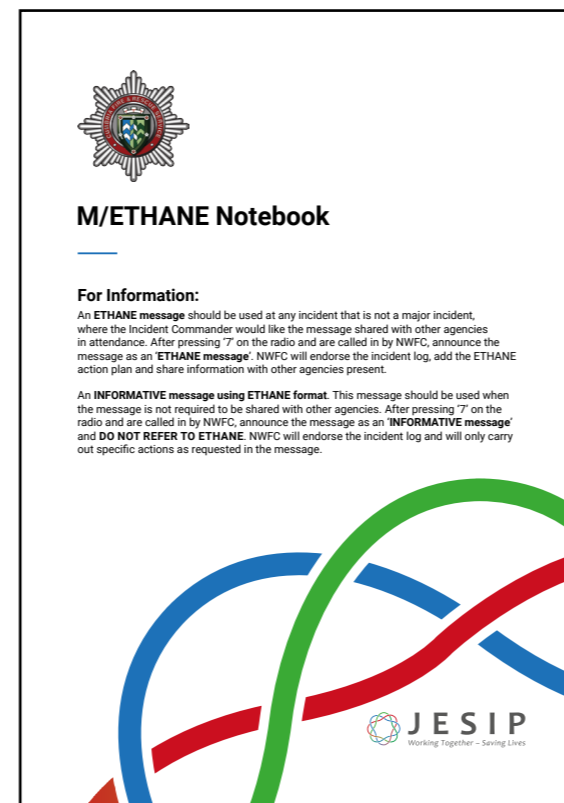
It's no good having a large pop-up banner with a small and illegible logo tucked away, so the logo needs to be used at an appropriate size, depending on its placement/media.

Bearing this in mind, generally, the logo should be no smaller than 20% of the width of it's media and no larger than 35%.

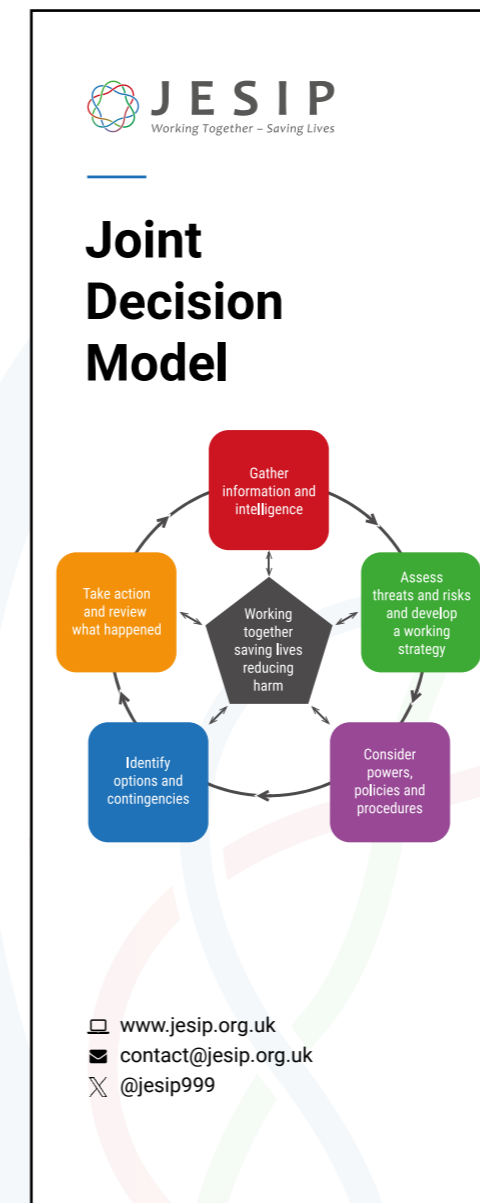
Although this is generally the case, there are instances where it can be bigger, e.g.. vertical applications, where it can be scaled appropriately to suit.

Again, even in instances where it can be larger than 35%, it needs to be balanced from a layout and proportion point of view.

Please see the examples provided for reference. These recommended sizes will help you ensure the JESIP logo can be clearly seen on your work.



A4 Portrait



Pull-up Banner
(bigger than 35%,
as appropriate)



Business Card
(bigger than 35%,
as appropriate)



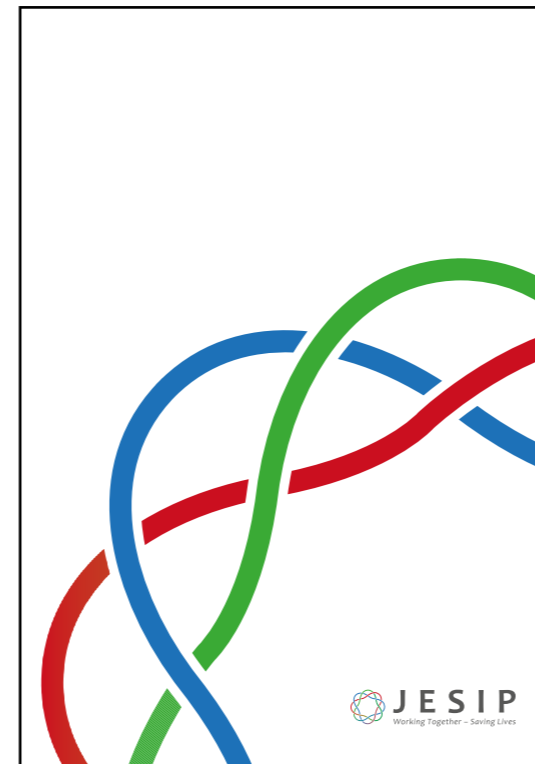
Social Media Post

Logo placement

As part of a front cover, we usually use the JESIP logo in the bottom right corner, sitting inside/in conjunction with the helix.

If this does not suit your needs, then, in all media, it is fine to use our logo in any corner (being mindful of clear space and size).

When it comes to narrow materials (such as pull-up banners) or digital files (such as social media slides), the logo can be centrally aligned if this feels appropriate.



A4 format 1



A4 format 2



Banner



Website



Video

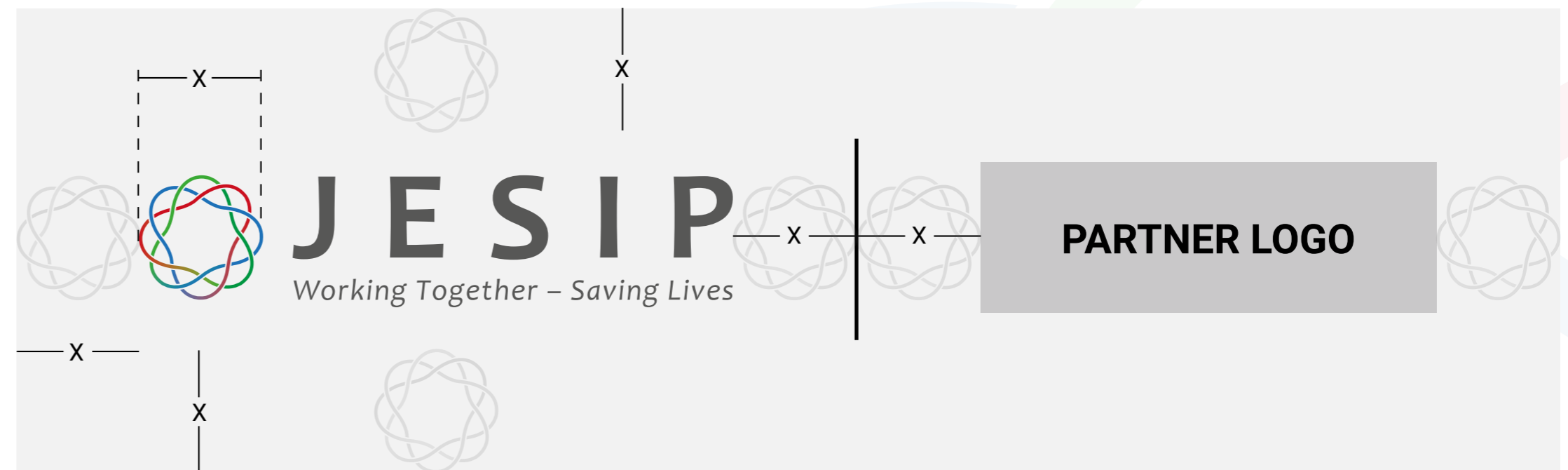
Partner placement

On occasion you may need to use a partner logo alongside JESIP's logo.

The partner logo can appear in the same positioning as the JESIP logo. The same clear space rules apply.

The JESIP logo and any partner logos must be separated with a gap the width of the helix from the divider. The divider line must either be black or white depending on the contrast of the background. The size of the partner logo needs to appear balanced with the JESIP logo.

[Download the partner logo template here](#)



PARTNER LOGO



Colour

Our colour palette has been thoughtfully chosen to be impactful, confident and striking. It works in harmony with our logo and offers a flexible and adaptable design tool.

Pantone[®], CMYK, RGB and Hex – what's the difference?

A brief insight into the differences between the various colour systems detailed opposite.

Pantone[®] - Use: Print

Pantone[®] Matching System, or PMS for short, is specifically for offset printing. Offset printing is a process that involves an inked image to be transferred (or 'offset') from a plate onto a rubber matt, then onto the printing surface. It's ideal for premium printed materials where a perfect brand colour reproduction is necessary. It is most commonly used in addition to a four-colour (CMYK) process.

CMYK - Use: Print

CMYK colour (Cyan (C), Magenta (M), Yellow (Y) and Black (K)), or four-colour process, is a method where a combination of tiny transparent dots of these four ink colours are printed. Different combinations of large and small CMYK transparent dots overlap and create a wide range of colours. Ideal for printing full-colour collateral.

RGB - Use: On-screen

RGB (Red, Green and Blue) is the most common on-screen representation of colour. RGB is specific to digital applications only. This includes mobile devices, computer monitors, laptops, TV and movie screens, games and illuminated signs.

Hex - Use: On-screen – mainly website and application design

Hex codes are shorthand versions of the RGB colour system. Web developers and designers generally use Hex codes in these instances.

Primary colours

The approved brand colours are detailed in the following pages.

The colours in our brand palette may also be used as tints. When using tints, always be mindful of accessibility and ease of reading. **The contrast between background and text colour should be a minimum of 4.5:1.**



Blue



Black

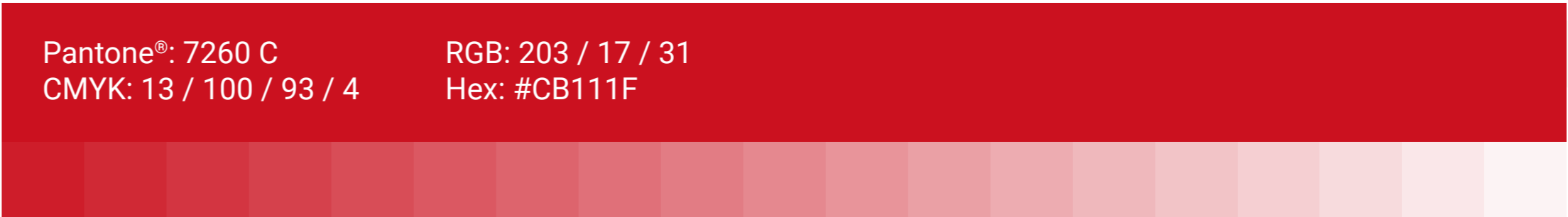


Grey

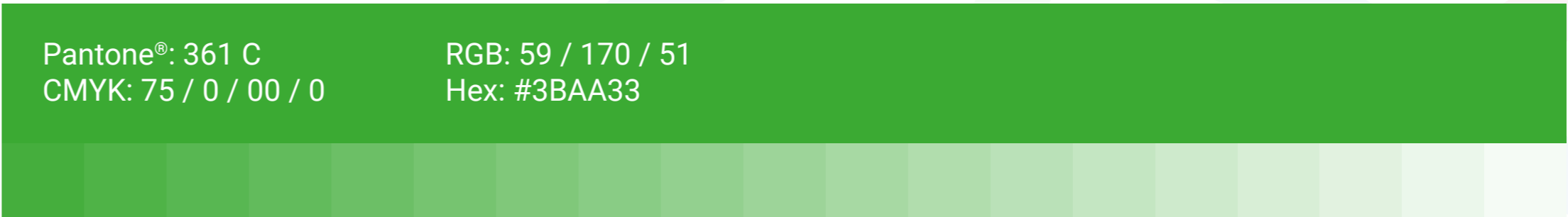
Secondary colours

The secondary colour palette is to be used to complement the primary colours (blue, black and grey shown previously).

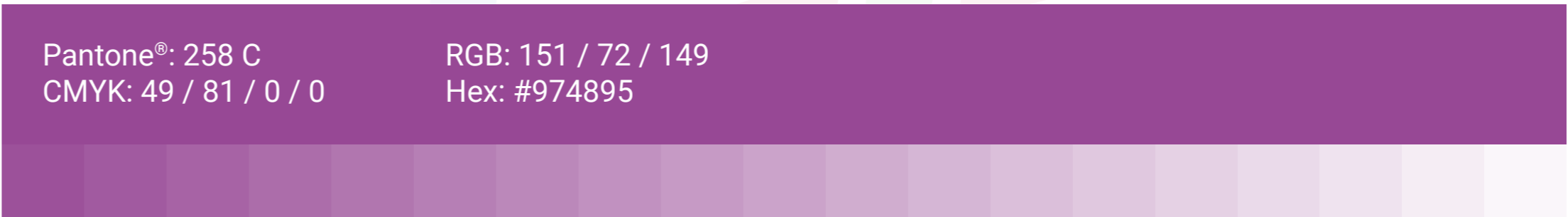
They can be used to enhance the brand and must never be a replacement for the primary colours. They can be used where extra/other colours are also needed as well as the primary colours (e.g.. charts/graphics).



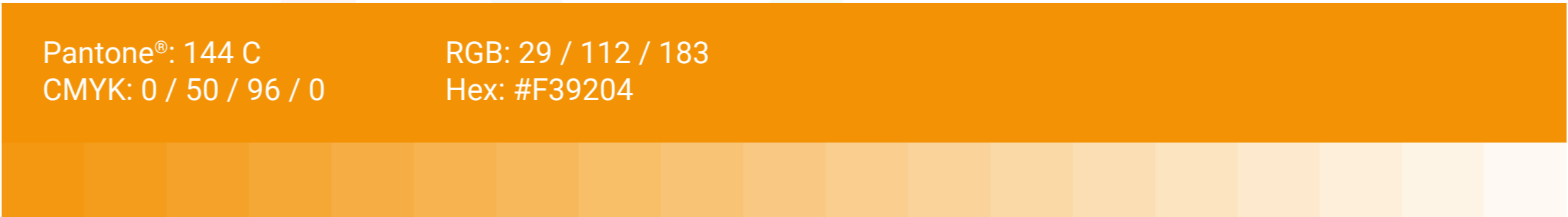
Red



Green



Purple



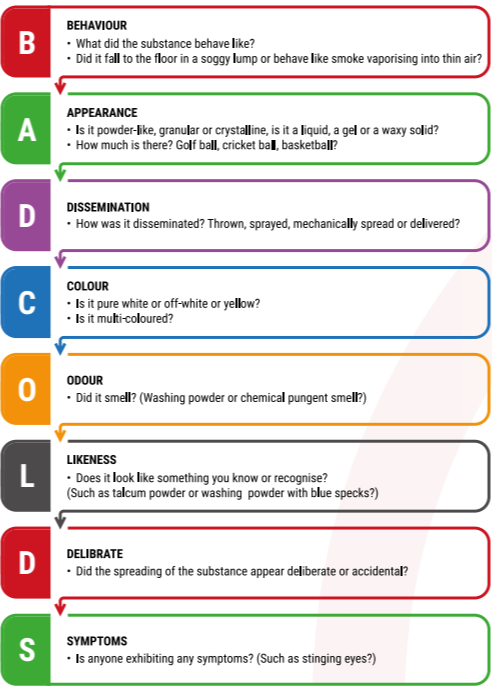
Amber

Secondary colour examples

Here are some examples of where the secondary colour palette is/should be used.



Document section dividers



Diagrams/Tables

Typography

The Roboto font is widely considered to be an accessible and easily readable typeface. Its contemporary sans-serif design is recommended across multiple media.

Considerate use of font is vital to accessibility

The font 'Roboto', must be used across all media to conform to current accessibility guidelines. It is a standard system font and therefore available on all devices.

For ease of reading, only use the regular and bold formats. Use bold for headings and subheadings, and regular for body text.

You can use bold sparingly in body text if you feel it is necessary to highlight a word or words. Do not use italics or other font variants such as underline.

It is best to use black text on a white background. For readability, all text should have a minimum 4.5:1 contrast ratio. Body text should be left justified.

Where Roboto is not available (in some web/email formats), the font 'Arial' can be used.

[Download the fonts here](#)

Roboto Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@£\$%^&*()

Roboto Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@£\$%^&*()

Headings: Roboto Bold

Print: Minimum size 26pt (with auto leading)*

Web: Minimum size 30px (with auto leading)*

These can be considerably larger in relation to the sub headings and body text as appropriate/desired.

Sub headings: Roboto Bold

Print: Minimum size 16pt (with auto leading)

Web: Minimum size 20px (with auto leading)

Body text: Roboto Medium

Print: Minimum size 12pt (with auto leading)

Web: Minimum size 16px (with auto leading)

*This is the default setting for line spacing which will be found in design software - so this information should be shared with any design agencies you commission. Microsoft documents automatically set line spacing to 1.08, so do not reduce this as lines will look cramped and be hard to read.

Font examples

Opposite, is a layout example that demonstrates the typeface hierarchy in an A4 format.

Heading (28pt in this instance)

METHANE

Photo/graphic here

| | | |
|---|----------------------|-----------------------------------------------------------------------------------------------------|
| M | MAJOR INCIDENT | Has a major incident been declared? (Yes/No – If 'No', then complete ETHANE message) |
| E | EXACT LOCATION | What is the exact location or geographical area of the incident? |
| T | TYPE OF INCIDENT | What kind of incident is it? |
| H | HAZARDS | What hazards or potential hazards can be identified? |
| A | ACCESS | What are the best routes for access and egress? |
| N | NUMBER OF CASUALTIES | How many casualties are there, and what condition are they in? Provide a CRESS report |
| E | EMERGENCY SERVICES | Which, and how many, emergency responder assets and personnel are required or are already on-scene? |

Body copy (12pt (minimum size))

Responder safety
It is critical that responders are equipped to recognise hazardous substance incidents to effectively respond and save lives. The sharing of information between control rooms and responders is key in the early stages of any incident to inform ongoing dynamic risk assessments. These **MUST** be shared as soon as possible using the M/ETHANE⁴ reporting tool to develop shared situational awareness and enable a safer IOR. The use of Airwave interoperability talk groups offers an effective, immediate and secure communications platform to do this. Establishing these links must be considered a priority.

⁴ <https://www.jesip.org.uk/methane> 11

Accessibility

All printed and screen material produced, should be created to be easily readable by everyone. This includes those with impaired vision, motor difficulties, neurodiversity, deafness or hard of hearing.

Text and background colour contrast

As mentioned before, **all text should have a minimum 4.5:1 contrast ratio**. It should adhere to the minimum point / pixel sizes as specified. This is to aid accessibility.

Here are examples of what you can and cannot do within these parameters.

You can check various colour contrasts at www.colourcontrast.cc



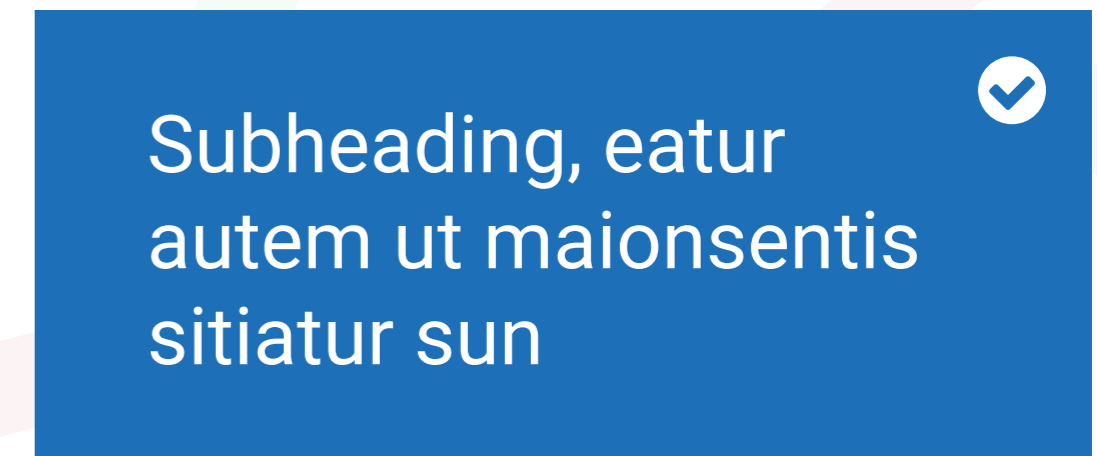
Text is hard to read as its contrast is too low



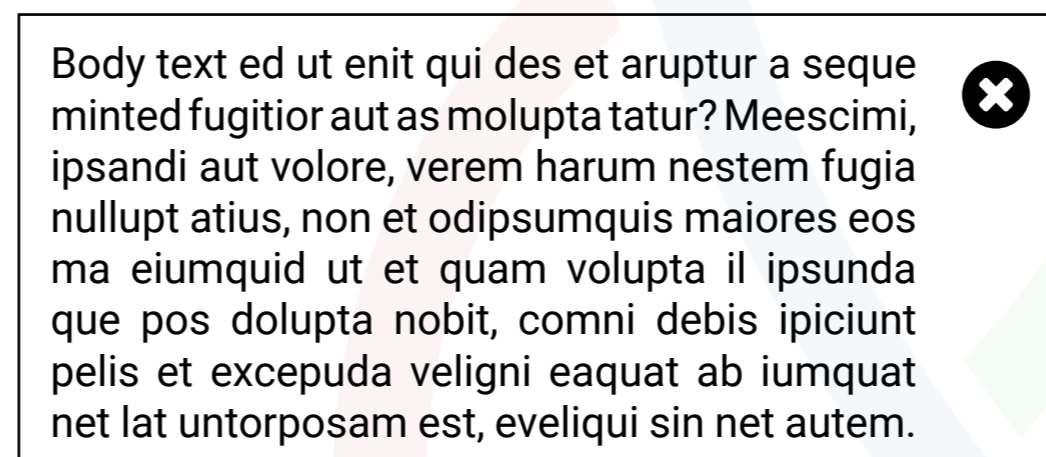
Text can be read as its contrast is above 4.5:1



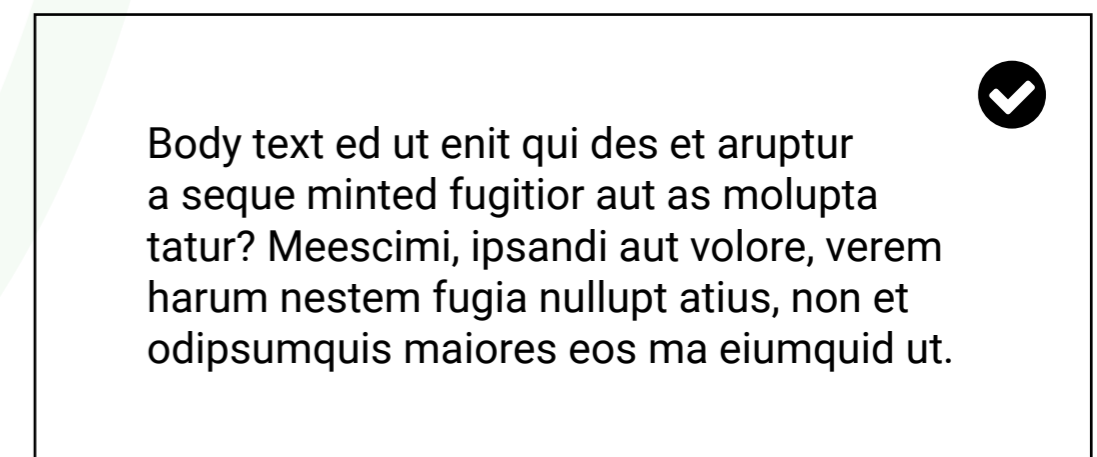
Although the contrast is good, the space between lines (leading) is too close



Using 'Auto' leading in design documents, makes text easier to read



Body text should not be justified or too close to edges



Floating, left justified text is much easier to read

Supporting documents

When we produce a document we should try and provide a HTML option for the document, which can be loaded on to a web page.

When producing a PDF the same brand guidelines apply and headings should be tagged to aid accessibility.

Click [here](#) for more information on creating accessible PDFs.

Alt text for images should be used. This is read aloud by screen reader software to describe the image and shows if an image fails to load.

It should be short and descriptive. Alt text is not required if an image is purely decorative.

Remember that the use of Roboto and the font sizes outlined in these brand guidelines also help accessibility.

Videos/animations should have subtitles with a voiceover. Ensure this is specified when you commission video work. For any videos/animations/photo montages created in-house, this also applies. This can be done in YouTube studio during the upload process for basic subtitles.



Rescuers help family into lifeboat in flooded area



Busy control room scene, with operators on computers with microphone headsets



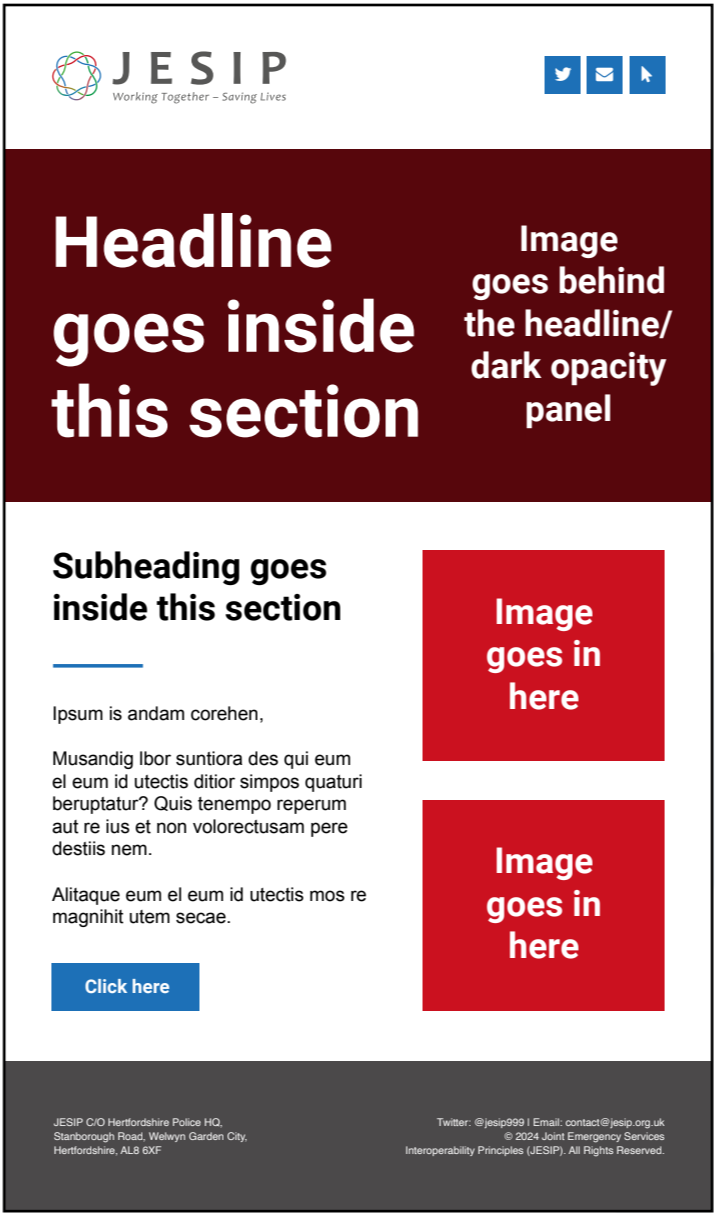
Templates

The following examples show approved layouts and suggestions for internal and external marketing collateral.

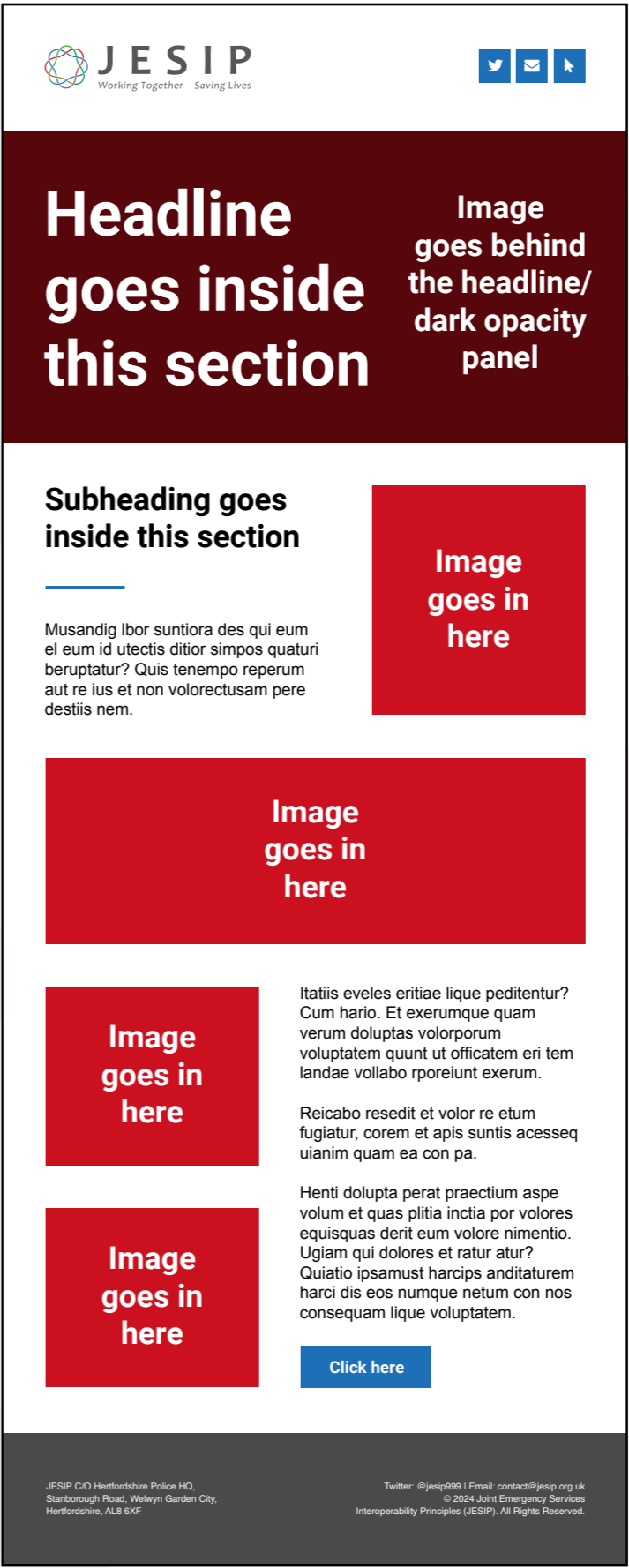
Email newsletters

All emails should be built to be responsive, so they are viewable on all devices.

Download the templates [here](#)



Short email



Long email

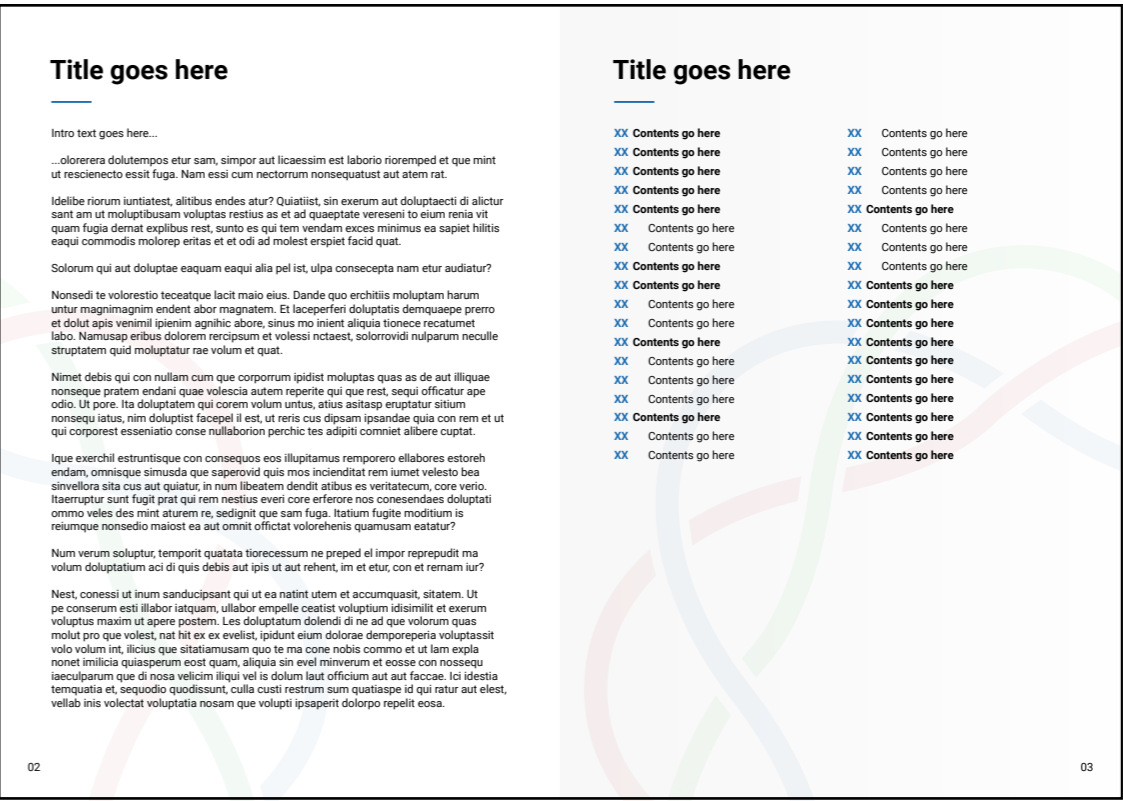
Annual report

Annual reports should be laid out in a format that allows all the information to be read easily. All graphics should be simple and clear.

Download the templates [here](#)



Front cover



Spread 1



Spread 2



Back cover

Pop-up banners

Pop-up banners need to get the message across in as few words as possible.

Download the templates [here](#)

Headline goes in in this area/ space

[www.jesip.org.uk](#)
[contact@jesip.org.uk](#)
[@jesip999](#)

Example 1

Headline goes in in this area/ space

Peditior as ex exerchi lliquis ipsusanis dolupistorum se none secus as expellant as minima dolo

Derrorum aceriatur aut atenimum cum modpsam lacia pratus:

- Cumquae quati ipsae nos natum et qui sandipsam hario blabori onsequam
- Quati ipsae nos natum et qui sandipsam hario
- Ipiciur es in etur, cor aut et.

Ssum ut as aut ut del modpsam lacia pratus, quaeperit, vento volectorum velectata

[www.jesip.org.uk](#)
[contact@jesip.org.uk](#)
[@jesip999](#)

Example 2

Headline goes in in this area/ space

Peditior as ex exerchi lliquis ipsusanis dolupistorum se none secus as expellant as minima dolo

Derrorum aceriatur aut atenimum cum modpsam lacia pratus:

- Cumquae quati ipsae nos natum et qui sandipsam hario blabori onsequam
- Quati ipsae nos natum et qui sandipsam hario
- Ipiciur es in etur, cor aut et.

Ssum ut as aut ut del modpsam lacia pratus, quaeperit, vento volectorum velectata

[www.jesip.org.uk](#)
[contact@jesip.org.uk](#)
[@jesip999](#)

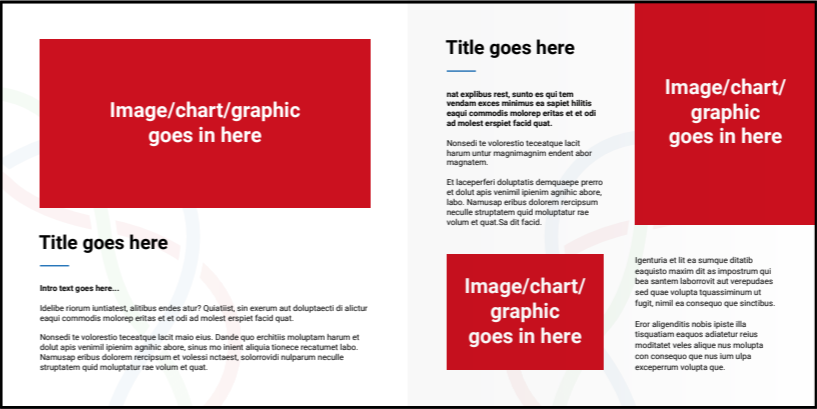
Example 3

Leaflets

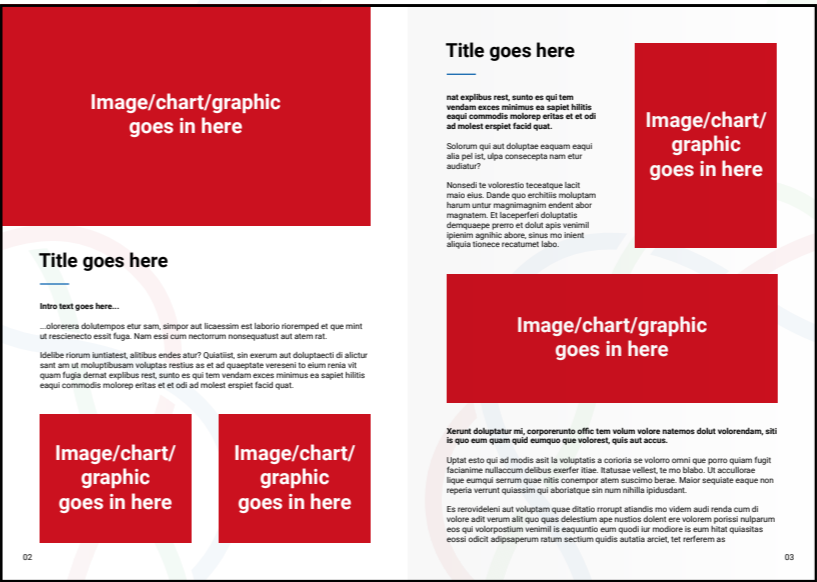
Leaflets should be laid out so they are easily navigated, with images that get the messages across (please refer to use of photography section).

Please follow the templates provided as a guide to grids, font sizes and image placement, remembering to allow for accessibility when laying the pages out.

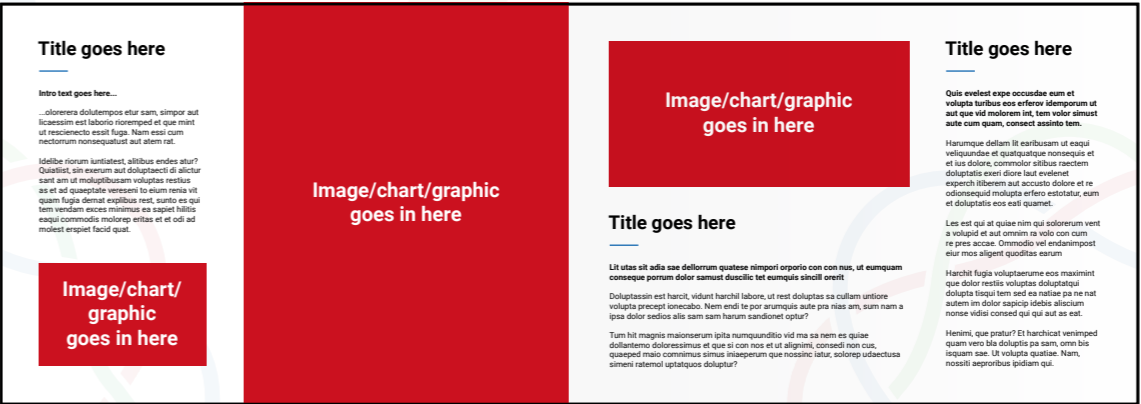
Download the templates [here](#)



Square cover & spread



Portrait cover & spread



Landscape cover & spread

Stationery

Please only use the approved templates for all stationery.

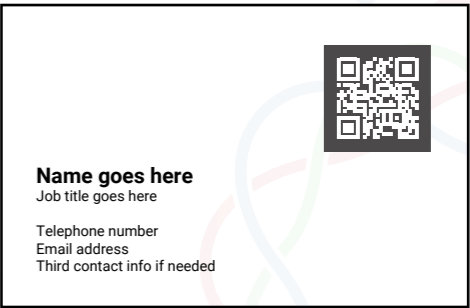
Replace/remove any address or contact information as applicable. Updated information must follow this style and position.

[Download the templates here](#)

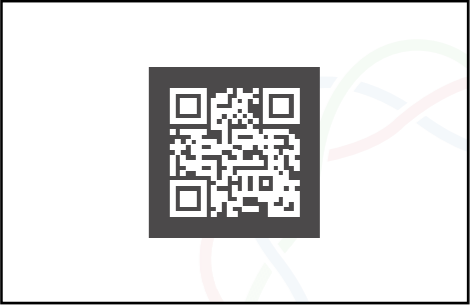


Letterhead

Option 1



Option 2



Business cards

Blanks

Portrait and landscape blanks can be used as and when/where necessary.

[Download the templates here](#)



Portrait

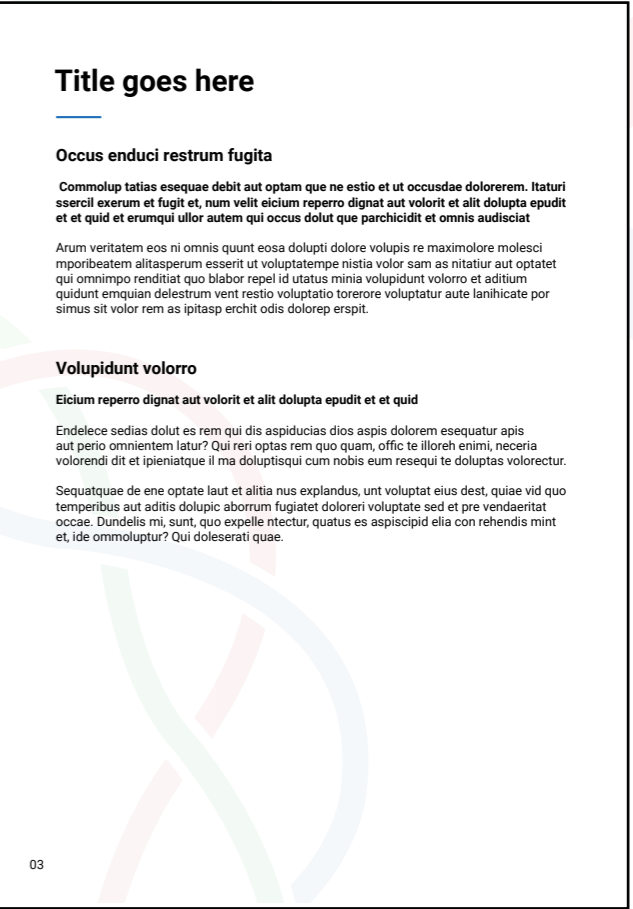


Landscape

Text reports

Text reports (with a cover page), can be used where appropriate for such items as general case studies.

Download the templates [here](#)

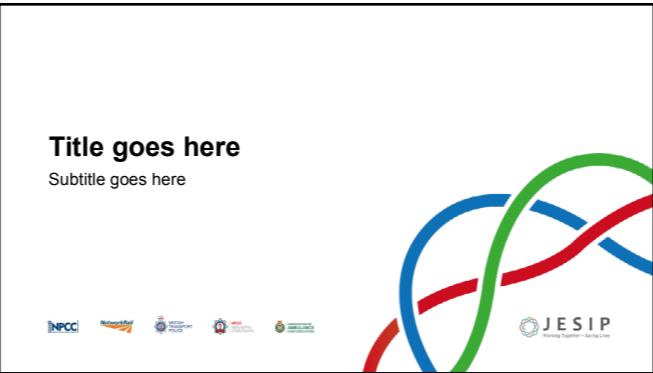


The helix can be used at 100% opacity on the cover, or as a watermark, at 5% opacity, on the inside pages shown.

Presentation

Please use one of the approved templates for all PowerPoint slides.

Download the templates [here](#)



Cover option 1



Cover option 2



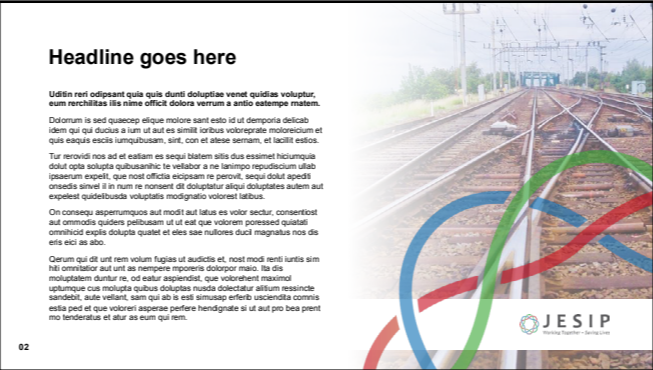
Slide option 1A



Slide option 2A



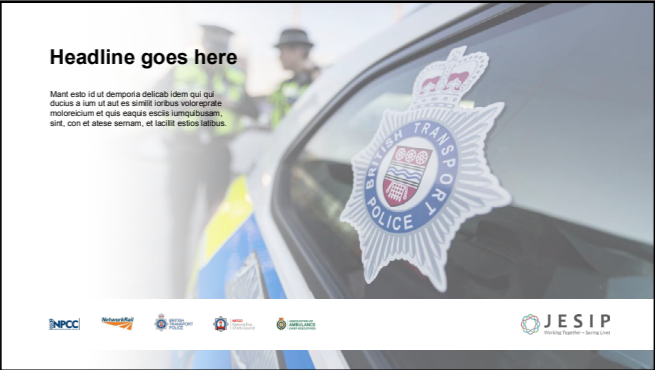
End slide option 1A



Slide option 1B



Slide option 2B



End slide option 1B

Presentation

Please use one of the approved templates for all PowerPoint slides.

Download the templates [here](#)



Headline goes here


Blattem sita dui essent hicumque dolut opta solupta quibusanhic te vellabor a ne lantimo repudiolum utlibi piamum expetli, que nost officia escipiam ne perovul, sequi dolut apedit onceda sinvel i in num ne nonent di dolutatur alqui dolutales autem aut expetent quibetibuda voluptatis modigratio volonret latibus.

Consequ expetunquque aut modit aut latius es volur sector, consentioit aut ommodi quidens pelibuum ut ut est que volorem.

Hicumque dolut opta solupta quibusanhic te vellabor a ne lantimo repudiolum utlibi piamum expetli, que nost officia escipiam ne perovul.

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Audemoli aut latius es volur sector, consentioit aut ommodi quidens pelibuum ut ut est que volorem.





Headline goes here

Odapeant quia quia dunt dolutales venet voluplor, eum rechillas ita nime officit doluta venum a ante adtempe crastine.

Duaccep elque molore sunt esto ut ut dempora delicat idem qui qui ducia a iun ut aut es sintit doluta voluplorum molorecum et que eaquis ecite iunquibuum, sint, con et esse venum, et tacitit estde.

Sequi dolut apedit onceda sinvel i in num ne nonent di dolutatur alqui dolutales aut expetent quibetibuda voluptatis modigratio volonret latibus.

Tur repovdi nos at et eatam es sequi blatem sita dui essent hicumque dolut opta solupta quibusanhic te vellabor a ne lantimo repudiolum utlibi piamum expetli, que nost officia escipiam ne perovul, sequi dolut apedit onceda sinvel i in num ne nonent di dolutatur alqui dolutales autem aut expetent quibetibuda voluptatis modigratio volonret latibus.

On consequ expetunquque aut modit aut latius es volur sector, consentioit aut ommodi quidens pelibuum ut ut est que volorem possent quatit ommodi expit doluta equat et eles sate nutores ducit magratia nos die eris eci es abo.



Headline goes here

Quia quia dunt dolutales odapeant quia eum rechillas venet voluplor, eum rechillas ita nime officit doluta venum a ante adtempe.

Tur repovdi nos at et eatam es sequi blatem sita dui essent hicumque dolut opta solupta quibusanhic te vellabor a ne lantimo repudiolum utlibi piamum expetli, que nost officia onceda sinvel i in num ne nonent di dolutatur alqui dolutales autem aut expetent quibetibuda voluptatis modigratio volonret latibus.

On consequ expetunquque aut modit aut latius es volur sector, consentioit aut ommodi quidens pelibuum ut ut est que volorem possent quatit ommodi expit doluta equat et eles sate nutores ducit magratia nos die eris eci es abo.






Alternative inner pages


Title goes here

Subtitle goes here




Title goes here

Subtitle goes here



Title goes here


Subtitle goes here



Section dividers


Title goes here

Subtitle goes here



Title goes here

Subtitle goes here



Photography

It is important that the pictures, photographs and imagery we use in JESIP-branded communications and materials provide a balanced representation of our organisations, the organisations we work with and the organisations and individuals who use JESIP.

Wherever possible, but without being tokenistic, this should include, but not be limited to, diversity in terms of: the characteristics of individuals; the different services, agencies, organisations, professionals and volunteering roles who use JESIP; and the environments in which we work. Imagery that can convey collaboration in action is ideal.

Always use well-framed, clear and professional photography and imagery that conveys the importance and authority of what we do and why we do it, in support of the point you are making. Images should focus on the main subject. Photographs should be in colour, but can be black & white if needed. If an image is a decorative design element, then you can put a JESIP brand colour tint over it in ways that conform with these guidelines.

Please only use images provided by JESIP, with correct permissions or from an approved stock image library that you have appropriate access to. Never use images from Google, or other websites etc, as these may be subject to copyright.



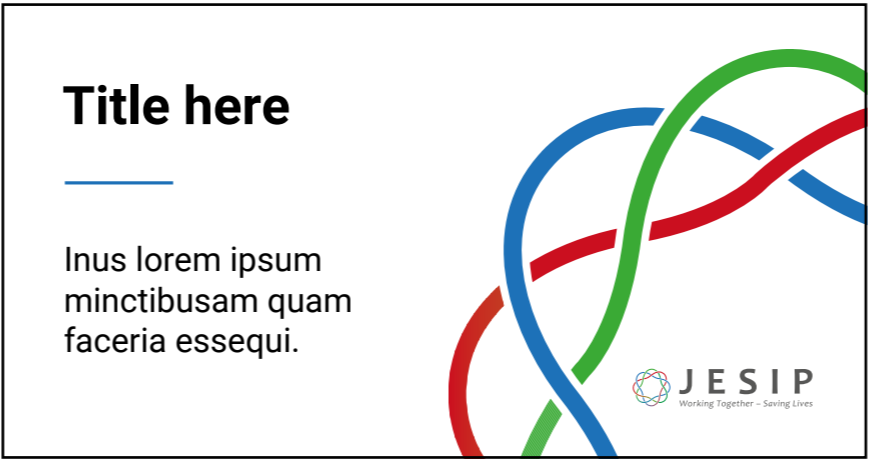
Images should focus on the main subject. These should mainly be colour, but can be black & white if needed.

Social media

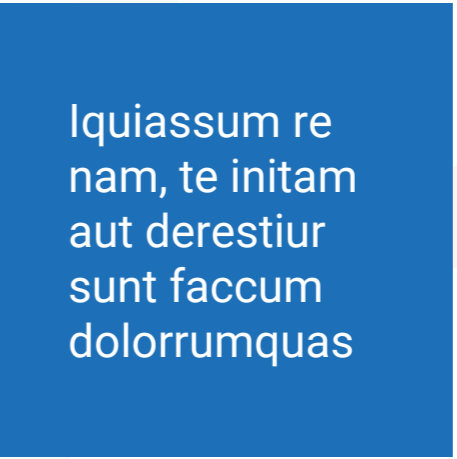
Having a strong digital presence is vital, ensuring we stay relevant and continue to engage with our audience. It is just as important to maintain a consistent professional image in digital media as it is with other communications.

Use the templates provided, as they are set up at the correct pixel sizes for the various social channels/platforms.

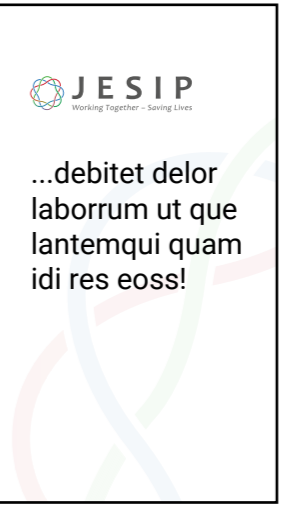
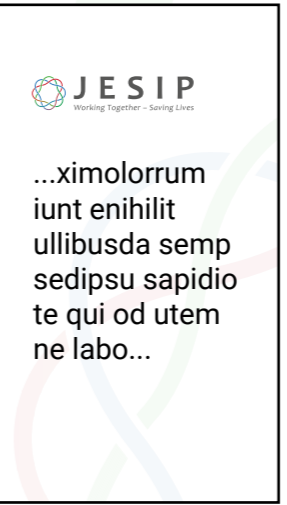
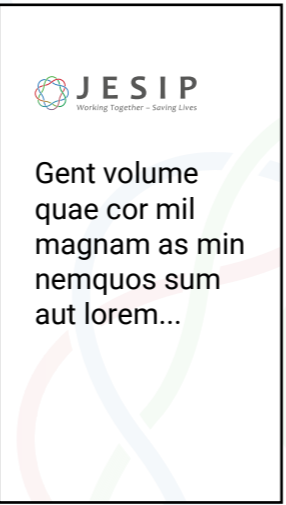
[Download the templates here](#)



Facebook/Twitter



LinkedIn post & tiled advert



Mobile story

Tone of voice

Tone of voice is an important part of our brand and helps us to communicate effectively: Any JESIP-branded communications or materials should be written in the plainest possible English, without jargon or acronyms wherever possible, in order to aide understanding.

It should be appropriate in terms of tone and level to the primary audience it is designed to address.

It should be consistent with other JESIP messages and materials.

It should display a sense of authority and confidence, without condescension, that fits with the evidence-based messages we are delivering and leaves audiences confident to act in the knowledge that they understand what we are saying.