The Government’s Respect Action Plan, launched at the beginning of January 2006 marked a major new initiative in our commitment to tackle anti-social behaviour and build a culture of respect across our communities.

While the Government can set policy agenda and put in place the support and enforcement structures to allow the Respect programme to happen, it cannot make it happen – that can only be achieved with the support and commitment of local agencies, their co-workers and in particular, voluntary community support groups working alongside local residents.

These guidelines are designed to help you promote the Respect programme and highlight the support and tools the Respect Action Plan has empowered you with to improve the lives of individuals and families in your community. You can use the support contained in these guidelines to raise the profile of a local authority Respect initiative across your town or city, or simply encourage your neighbours to take a stand against anti-social behaviour.

We hope you find the guidelines useful. If you would like more information on the Respect programme please visit the Respect website at www.respect.gov.uk where you can also download a copy of the Respect Action Plan.

Click on the forward and back buttons to navigate through the document, or click on the contents button for links to other pages. To execute further commands, such as magnification or to print, press the ‘escape’ button on your keyboard to reveal the menu and toolbar.
IDENTITY GUIDELINES

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BASIC ELEMENTS

1.0
BASIC ELEMENTS 1.1

THE LOGO

Horizontal Logo
The horizontal version of the logo is the preferred version. It consists of two elements, the ‘Give respect Get respect’ signature and the ‘Respect’ mark.

THE LOGO
The following examples show the range and flexibility of the logotype:

Colour version
Pantone Red 485C
Pantone Process Black

Monotone version
100% Black 40% Black

One colour version
100% Pantone Red 485C
40% Pantone Red 485C
**VERTICAL LOGO**
A vertical version of the logo is also available. The elements have been rearranged to allow the logo to be used in applications that have a limited horizontal space.

This logo should only be used where horizontal space is limited. The horizontal logo should be used for all other situations.

**THE LOGO**
The following examples show the range and flexibility of the logotype:

**Colour version**
Pantone Red 485C
Pantone Process Black

**Monotone version**
100% Black 40% Black

**One colour version**
100% Pantone Red 485C
40% Pantone Red 485C
EXCLUSION ZONE AND MINIMUM SIZE

**EXCLUSION ZONE (HORIZONTAL LOGO)**
It is important to keep an area of clear space around the logo to ensure clarity and to make it stand out. The illustration right shows the required exclusion zone for the Respect logo. Any graphic element including type, should only bleed to the edge of the exclusion zone.

**MINIMUM SIZE**
The minimum size at which the horizontal logo can appear is 45mm wide on printed items (as illustrated). On digital communications, the minimum size at which the horizontal logo can appear is 182 pixels wide.
EXCLUSION ZONE (VERTICAL LOGO)
The illustration right shows the required exclusion zone for the vertical logo. Any graphic element including type, should only bleed up to the edge of the exclusion zone.

MINIMUM SIZE
The minimum size at which the vertical logo can appear is 35mm wide (as illustrated). On digital communications, the minimum size at which the vertical logo can appear is 124 pixels wide.
POSITIONAL GUIDE (HORIZONTAL LOGO)
The preferred position of the horizontal logo is on the left and right-hand side of the page, at a height which best suits the layout. Centring of the logo should always be avoided and the exclusion zone should be used.
**POSITIONAL GUIDE (VERTICAL LOGO)**

The preferred position of the vertical logo is at the top or bottom of the page, at a height which best suits the layout.

**Note.** This logo should only be used in situations where the horizontal logo cannot be used due to limited space.
BASIC ELEMENTS 1.6
PROTECTING THE LOGO

DOs & DON’Ts
The Respect logo should never be recreated. The digital artwork files available should always be used and should not be modified.

01 – Stretching
Never stretch the logo

02 – Skewing
Never skew the logo

03 – Changing colours
Never adjust the colour

04 – Rotating
Never rotate the logo

05 – Rearranging
Never rearrange the logo

06 – Delete
Never crop the logo
The Respect identity is made up of red and black. These colours provide maximum impact and enhance the immediacy of the Respect brand.

**Primary colour**
Red is the Respect primary colour. Use this colour for highlighting key information, main headers or highlighting words. Black is used in association with the red. It allows the vibrancy of the red to show through and helps reinforce the key messages of the brand.

Wherever possible on printed items the red (PMS 485C) should be produced as a Pantone spot colour. If this is not possible please use the following colour breakdowns:

- Cyan 0 Hex #CC0000
- Magenta 97 Red 204
- Yellow 100 Green 0
- Black 0 Blue 0

**Secondary colour**
Tints of the two primary colours can be used for highlighting secondary information or for graphs and text boxes.
BERTHOLD AKZIDENZ GROTESK

Berthold Akzidenz Grotesk is the primary font to be used for Respect. Use the bold version primarily for large headings and pull-out text or quotes. Use the regular version for main body copy and introductory text.

Berthold Akzidenz Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£%&()

Berthold Akzidenz Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£%&()

Berthold Akzidenz Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£%&()
BASIC ELEMENTS 1.9
SECONDARY TYPEFACE FOR STATIONERY AND ONLINE

ARIAL
This font should only be used if the primary font Berthold Akzidenz Grotesk is not available. This font will be used for main body copy and replaces Berthold Akzidenz Grotesk when setting text on web pages and any written correspondence on stationery.

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%&()

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%&()

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%&()
THE GRAPHIC ARROW

The Respect identity uses strong typography to communicate its key messages in a bold, graphic and direct way.

A graphic palette of arrows is available to add flexibility and variety to the identity. The following pages describe the correct way to use this palette.

The arrows can be used to help illustrate key points in any communication or can be used purely to add a dynamic to a page layout.
ARROWS USED AS A FOCAL POINT
Within the graphic palette there are two levels of arrows, primary and secondary.

The primary arrows shown right should be used to help illustrate key points in any communication. And act as a focal point to give the layout a sense of direction. Combinations of arrows can be used to help communicate an idea.

There are two types of primary arrow (shown right) graphics available, the arrow (with tail) and arrow head.

The arrow – combinations of arrows used to illustrate an idea or indicate direction

The arrow heads – combinations of arrow heads used to illustrate an idea or indicate direction
The tight scale arrow graphic can be used as a background pattern. Or can be used to create graphic images.

ARROWS USED AS A PATTERN – TIGHT SPACING
There are two secondary arrow patterns available – tight spacing and open spacing.

The tightly spaced arrow pattern shown right can be used to fill a graphic space. The tightly spaced arrow pattern can be used to help illustrate graphics and diagrams.
ARROWS USED AS A PATTERN – OPEN SPACING
The open spaced arrow pattern shown right should be used as a graphic pattern only. It should be used in place of tints of solid colours.
COLOUR PALETTE

Colour is a key element of the Respect brand, a tool that can be used to attract attention, steer and direct the audience.

Selecting the colours and how they work best together will depend on the message you are communicating. In the Respect brand identity red and black work in partnership. The Respect red is generally used as a highlight colour to draw the viewer’s attention, and the black is mostly used as a secondary colour to complement the red.

Red and black can also be used at 100%, as full bleed backgrounds to add pace and variety to a Respect document.

Important

You must never use percentage tints of the Respect red and black as full bleed backgrounds. Percentage tints of these colours should only be used in typography. See 2.7

Please note red type must never appear on a solid 100% black background due to poor legibility.
Dispersal authorisations provide the police with a powerful tool to tackle intimidation and anti-social behaviour by groups of people. Whilst not limited to young people, ‘teenagers hanging around’ is a big cause of concern to the public as cited in the British Crime Survey. Young people themselves are also most likely to mention ‘teenagers hanging around’ as the biggest problem in their area.

The powers are designed to reduce anti-social behaviour problems in defined areas. They do not prevent people entering an area, but do allow the police to take action to disperse the groups if they believe that their presence or behaviour has resulted, or is likely to result, in a member of the public being harassed, intimidated, alarmed or distressed. Individuals can be directed to leave the locality and may be excluded from the area for up to 24 hours.

All across the country, dispersal orders are being used more and more creatively in conjunction with other tools and powers to help tackle a whole range of problems affecting defined areas. Examples include tackling underage drinking, joyriding, noise nuisance, throwing fireworks, and the harassment and intimidation of residents.
**RESPECT TYPOGRAPHY STYLE**

Strong typography is a major part of the Respect brand identity. Type can be styled in a number of different ways; to ease readability, to convey a certain emotion, to relate to and enhance key messages and create a unique sense of identity and space.

How text is set and spaced has an impact on how legible it is, and whether it draws the attention of the reader.

The leading, the space between the lines of a text block allows the characters to ‘breathe’ so that information is easy to read. For the Respect brand, all main titles and headings are set with tight, negative leading that presents a more dynamic impact but still retains legibility.

On body copy (text) the leading is set (+2pts) in a larger point size than the actual size of the typeface, eg 10pt type on 12pt leading.

Colour is also an effective way to highlight key messages. The Respect red is used in typography to highlight a key word or sentence. The Respect black can be used in a variety of tints to bring style to the typography.

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**RESPECT CANNOT BE LEARNED, PURCHASED OR ACQUIRED; IT CAN ONLY BE EARNED**

- Pantone 485C
- Black 100%
- Black 80%
- Black 60%
- Black 40%

**Negative leading**

20pt/18pt
An important aspect of the Respect identity is a set of seven statements that describe what the Respect programme will deliver, change, achieve and encourage.

These statements can be used on their own or alongside photography.

The statements are not to be used as headlines – they are to be used appropriately to support messages within your communications and to help build a clear picture of the aims and aspirations of the Respect programme.

Examples of how the statements can be used are found in the next section of these guidelines.

The statements must not be changed in any way.

TO BRING RELIEF TO THOSE SUFFERING FROM ANTI-SOCIAL BEHAVIOUR

SUPPORTING GOOD BEHAVIOUR AND STOPPING THE BAD

FIGHTING FOR BETTER LIVES TOGETHER FOR DEPRIVED COMMUNITIES

RESPECT STARTS WITH YOU

SUPPORTING THE DELIVERY OF EARNED ENTITLEMENTS

THE ONLY PERSON WHO CAN START THE CYCLE OF RESPECT IS YOU

RESPECT CANNOT BE LEARNED, PURCHASED OR ACQUIRED; IT CAN ONLY BE EARNED
WORKING WITH GRIDS
A suite of grids has been developed for different types of publications. The grids have been created to allow maximum flexibility while retaining a sense of clarity and space. Margins and column widths are adapted to suit different applications.
**A4 GRID**

A four column grid, as illustrated, should be used in the design of any communication materials for Respect. This grid should form the basis of both document covers and text pages. The four column grid can be used in a variety of ways depending on the content of the communication. Illustrated here is an example showing the flexibility of the system.

The system can accommodate images, charts, tables and text in a variety of formats. Full bleed images may also be used if required.

For more examples of the flexibility of the grid please see 2.17

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<table>
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<th>4</th>
<th>5</th>
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<th>7</th>
<th>8</th>
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</thead>
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<tr>
<td><strong>A4 page</strong>&lt;br&gt;4 column grid&lt;br&gt;297 x 210mm</td>
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<td><strong>Example type layout using four columns</strong>&lt;br&gt;Blue boxes are positioned to indicate columns and do not print.</td>
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<td><strong>Two column (text/quotes)</strong>&lt;br&gt;One column (text)</td>
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**A5 GRID**

A5 publications should use the same grid system as A4. However single column text should only be used for captions/notes. Main body copy should always be positioned over a minimum of two columns.

For more examples of the flexibility of the grid please see 2.17.

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**A5 page**

4 column grid

210 x 148mm

Example type layout using four columns

Blue boxes are positioned to indicate columns and do not print.
DL GRID

DL publications should use a two column grid system as illustrated.

For more examples of the flexibility of the grid please see 2.17

DL page
2 column grid
210 x 99mm

Example type layout using two columns

Blue boxes are positioned to indicate columns and do not print.
USE OF WHITE SPACE
When using the grid system it is important that all items have a clean and direct look. The white space areas within a layout are very important. By introducing white space (areas with no type or pictures) it helps to create visual clarity.

Always try to keep your design simple and clean. Never fill the page with too much information as this will confuse the message you are trying to communicate.
The following examples demonstrate the flexibility of the four column grid.
FIGHTING FOR BETTER LIVES TOGETHER FOR DEPRIVED COMMUNITIES

• NEW TRAFFIC CALMING MEASURES
• IMPROVED STREET LIGHTING
• INCREASED POLICE PATROLS
• RESURFACED AND REPAIRED PAVEMENTS AND PATHS
• NEW CCTV CAMERAS

THE ONLY PERSON WHO CAN START THE CYCLE OF RESPECT IS YOU

Give respect Get respect

What can your community hope from you?
If you want to make a difference in your community why not volunteer to help? Call 0800 00 000 000 and see what a difference you can make to your local area.

Phasellus lorem diam, consectetuer id, laoreet sit vehicula libero.

The Government's Respect Task Force
There are areas in every locality that attract groups of people hanging around but if the presence of these groups mean:

- your children are too scared to play in the park
- you avoid getting money from a particular cash point
- you don’t shop at the local shop
- you don’t like waiting for a bus at the nearest stop
- you even steer clear of certain doorways or stairwells in your neighbourhood.

...the police and local authority will take action.

If you feel intimidated by groups hanging around the area or if you see any anti-social behaviour, we want to hear about it. Your local authority and the police are working hard to tackle anti-social behaviour, but we can't do it without you.

Contact info
- local authority number
- police number
- other numbers
- “It’s your call” 0845 605 2222 (for relevant areas)
- single non-emergency number 101 (in first wave areas)
**WE'RE TRYING TO IMPROVE YOUR ENVIRONMENT... BUT WE NEED YOU TO PLAY A PART**

- **NEW TRAFFIC CALMING MEASURES**
- **IMPROVED STREET LIGHTING**
- **INCREASED POLICE PATROLS**
- **RESURFACED AND REPAIRED PAVEMENTS AND PATHS**
- **NEW CCTV CAMERAS**

**ACTION:**
**WE'LL TAKE AGAINST DESRESPECTFUL BEHAVIOUR**
GRID SYSTEMS
Exhibitions and 3D graphics
GRID SYSTEMS
Exhibitions and 3D graphics

RESPECT CANNOT BE LEARNED, PURCHASED OR ACQUIRED; IT CAN ONLY BE EARNED

The Government's Respect Task Force