

CPANI

The Commissioner
for Public Appointments
Northern Ireland

Guidelines

How to use our new identity

Colours

Our colours have been specifically chosen to set the CPANI brand apart and to help instill confidence and trust. They should be adhered to at all times.

The positive version (2) is the preferred version and should always include the identifier where possible.

When reversing out in colour a third colour may be used (PMS Cool Gray 9) - as shown in example (3)

CPANI

1

Pantone 2603 C

C = 69
M = 100
Y = 0
K = 2

CPANI

2

Pantone Black

C = 0
M = 0
Y = 0
K = 100

CPANI

3

Pantone Cool Gray 9

C = 0
M = 1
Y = 0
K = 51

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Reversing the logo

Our Identity should only be reversed using the options shown. The box (including 3.3mm radial corner) must be retained unless special permission has been sought from CPANI.

The logo MAY NOT be reversed out of an image or alternative colour without prior permission.



Pantone 2603 C

C = 69
M = 100
Y = 0
K = 2



Pantone Cool Gray 9

C = 0
M = 1
Y = 0
K = 51



Pantone Black

C = 0
M = 0
Y = 0
K = 100

Mono

For use in press, photocopies and faxes.

The logo should also be used this way when using low budget print and press.

The box (including 3.3mm radial corner) must be retained unless special permission has been sought from CPANI

Please use the logo on the following pages for recruitment press advertising



Mono (Regulated Tab)

This version of the logo should be used where required (e.g. in recruitment press).

Please refer to CPANI if you are unsure.



Mono (Third Party Tab)

This version of the logo should be used where required (e.g. in recruitment press).

Please refer to CPANI if you are unsure.



1



White Background

2

Minimum Size For Press Advertising

The recommended minimum size for reproduction of our logo in press is version (1) (40mm width)

In extraordinary circumstances you may reproduce the identity smaller than recommended size (anywhere between 40mm & 30mm) but **NEVER SMALLER THAN 30mm**



←-----40mm----->

1 Preferred/recommended size



←-----35mm----->

2 Mid Range size



←-----30mm----->

2 Absolute minimum size

Space

No type, graphics or other artwork should go in the 'safe' area. This allows the logo and identity to remain strong throughout all productions and applies in all cases.

You can find the 'safe' area by measuring the 'P' as shown opposite.

The size of the safe area scales pro-rata according to the size of logo used.



Further Information

For information and advice on the brand or supply of same in electronic formats (available in .eps, jpeg, tiff, .ai formats) please contact;

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