



**Dudley Safeguarding  
People Partnership**

# **Brand Guidelines**

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## Introduction

Effective safeguarding is fundamental to ensuring Dudley is a place of healthy, resilient and safe communities with high aspirations and the ability to shape their own future. Dudley Safeguarding People Partnership (DSPP) is committed to developing marketing and communications in line with strategic priorities to ensure Dudley is a safe place for everyone. This is possible by successfully communicating the Partnership, its priorities, activities and achievements.

## Logo

The master logo is shown below:



- It must not be altered in any way
- It must not be distorted
- It must not be redrawn

Alternatively the secondary DSPP logo may be used, providing the above points are adhered to:



## Corporate colour palette

The DSPP colour palette consists of one primary and two secondary brand colours:

DSPP Primary blue:



RGB:  
R-0 G-15 B-160

CMYK:  
C-100 M-91 Y-0 K-37

DSPP Secondary colours, red and green:



RGB:  
R-224 G-0 B-0

CMYK:  
C-0 M-100 Y-100 K-12



RGB:  
R-149 G-192 B-42

CMYK:  
C-22 M-0 Y-78 K-25

Colour plays a vital role in communicating the DSPP brand so these must be kept as consistent as possible.

## Backgrounds

For corporate use, the logo may be placed on white if being shown in colour.

The logo may also be placed on white if shown in black and white

If the logo is placed over an image or any other solid colour, there must be sufficient colour contrast

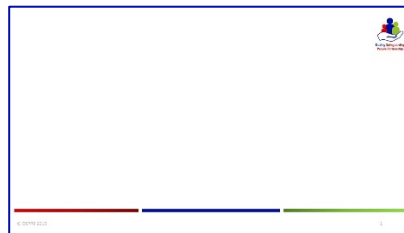
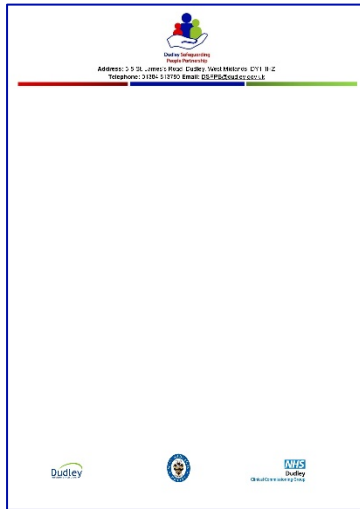
## Typeface

The primary typeface for DSPP literature is Arial.

Most weights of Arial may be used as appropriate, with the exception of Arial Black which **must not** be used as it is too harsh.

## Corporate Stationery

Templates for all corporate stationery including letterheads, business cards, compliment slips and PowerPoint presentations exist and must not be altered in any way.



For more information on any corporate stationery please contact the DSPP Business Unit.

## Campaign Graphics

DSPP take a flexible approach to campaign work to ensure each campaign has maximum impact. Logo guidelines should be adhered to for all forms of communications and all campaigns must be developed with the input of the Partnership

## Contact

Any questions regarding the DSPP brand or application of these guidelines should be directed to:

Dudley Safeguarding People Partnership  
3-5 St. James's Road  
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