

Geoamey

Protecting our brand | 2016

Together we are...



Secure



Professional



Reliable

Geoamey

Table of contents

1	Introduction
2	Our logo
3	Logo size and position
4	Our logo and photography
5	Our colours
6	Our standards
7	Typography
8	Stationery
9	Powerpoint templates
10	Word templates
11	Email communication
12	Telephone etiquette
13	Vehicle livery
14	Uniforms
15	Photography
16	Website
17	Printed materials
18	Additional logos

GEOAmeY delivers prisoner escort and custody services across England and Wales with the exception of London and Eastern England. We manage more than 12,500 prisoner movements every week between police custody suites, courts and prisons, operating a fleet of almost 500 purpose designed custody vehicles and covering some 17.5 million miles annually.

As a leading provider of these services in the UK our brand plays an important part of communicating our professionalism and values.

- All GEOAmeY employees must refer to the latest version of our brand guidelines.
- Only the standard logos and design formats issued directly from the Communications Team may be used.
- All instructions and rules in this guide must be adhered to without exception. If a departure from these guidelines is unavoidable, approval must be obtained from the Communications Team prior to making any changes and/or amendments.

All requests and queries regarding our brand should be directed to: geoameycomms@amey.co.uk

Often our logo is the first “message” potential public partners receive from GEOAmeY. It is therefore essential that its use be as consistent and disciplined as the company it represents.

Primary Logo

For general use on a white or light background. Use this wherever possible.



Black logo

The black logo is for use on reflective surfaces, and when printing in black ink only.



Reverse out logo

For use on pictures or dark coloured backgrounds.

GEOAmeY

When referring to GEOAmeY in writing the first 4 letters must always be capitals. GEOAmeY is one word.



Clear space

To ensure prominence, always allow a minimum space around the logo equivalent to the width of the 'm' letter as shown. No other elements should ever infringe this space.

Position

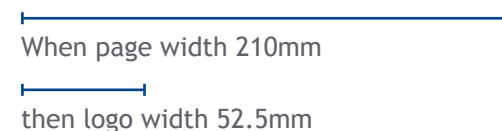
The logo should be positioned at the top right or bottom right of the page.

Where space permits allow two 'm's above the logo (or below if placing at the bottom of the page) and one to the right.

Size

When printing make sure that the logo is always legible. Under no circumstances should the letter 'y' be reproduced smaller than 8mm high.

As a general rule the width of the logo should be approximately a quarter of the width of the page.



Our logo and photography

4

When using the logo on photography, there must be a high contrast between the photography and the tone of the logo.

The primary logo can be used on lighter photography, e.g. 1.

The black logo should only be used on black and white photography, e.g. 2.

The reverse version of the logo should be used on dark imagery, e.g. 3 and 4.

1.



2.



3.



4.



Main colour palette

The two colours from our logo form our main colour palette.

Secondary colour palette

The secondary palette helps to create variety within our communications. Secondary colours can be used in combination with the main colour palette.

Light tints of our colour palette can also be used as background colours and when appropriate.

Pantone 287

CMYK 100, 75, 2, 18

RGB 0, 48, 135

HTML #003087

Pantone Cool Grey 9

CMYK 30, 22, 17, 57

RGB 117, 120, 123

HTML #75787b

Pantone 2735

CMYK 97, 100, 0, 4

RGB 46, 0, 139

HTML #2e008b

Pantone 2593

CMYK 66, 92, 0, 0

RGB 132, 50, 155

HTML #84329b

Pantone 682

CMYK 24, 86, 4, 28

RGB 153, 72, 120

HTML #994878

Pantone 361

CMYK 77, 0, 100, 0

RGB 67, 176, 42

HTML #43b02a

Pantone Cool Grey 9

CMYK 0, 51, 100, 0

RGB 237, 139, 0

HTML #ed8b00

Pantone 3025

CMYK 100, 27, 10, 56

RGB 0, 79, 113

HTML #004f71

Pantone 3155

CMYK 100, 9, 29, 47

RGB 0, 98, 114

HTML #006272

Pantone 389

CMYK 21, 0, 85, 0

RGB 208, 223, 0

HTML #d0df00

Pantone 279

CMYK 68, 34, 0, 0

RGB 65, 143, 222

HTML #418fde

Pantone 313

CMYK 100, 0, 11, 2

RGB 0, 146, 188

HTML #0092bc

Our standards should be shown whenever possible at the bottom of all materials.

When there is not space for them all on a single line they can be shown on two lines.

Together we are...  Secure  Professional  Reliable

Together we are...

 Secure  Professional  Reliable

A clear, distinctive typographic style used consistently across our communications can support our effort to project a coherent message to all our audiences. Trebuchet's modern yet friendly style makes it suitable for a wide range of applications, including stationery, literature and also on screen.

Headings

All headings should be sentence case apart from when referring to something.

Headings should be Trebuchet bold unless they are much larger than the body copy.

GEOAmey

When referring to GEOAmey in writing the first 4 letters must always be capitals. GEOAmey is one word.

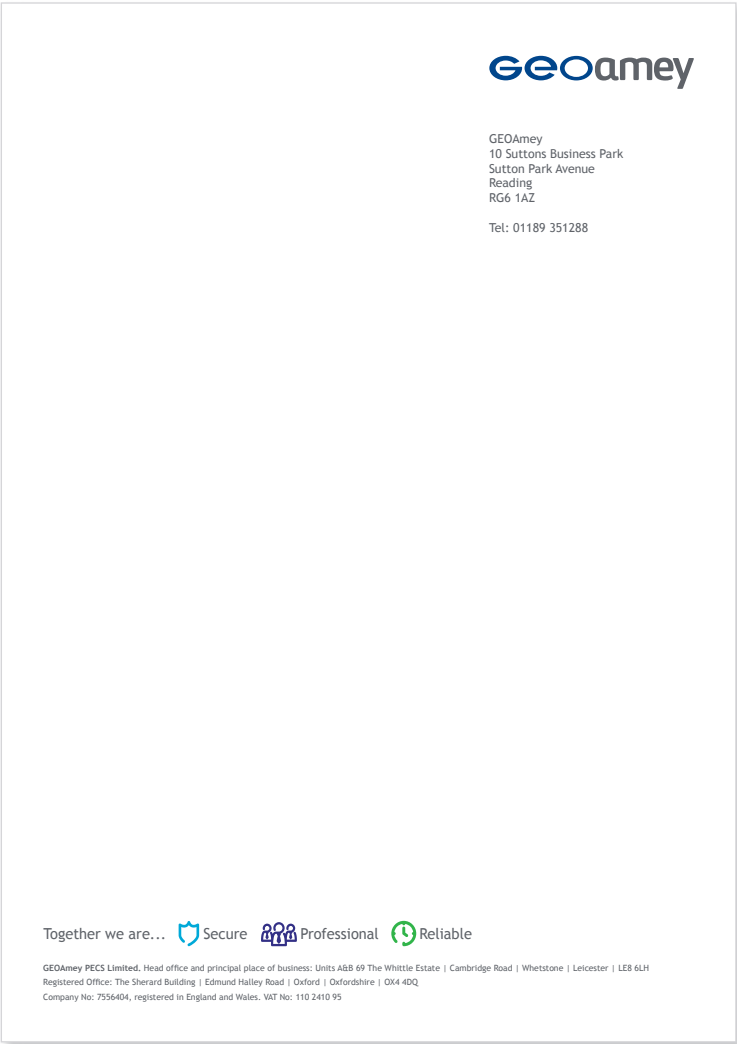
Trebuchet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%&/(){}?!=+<>

Trebuchet Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789\$%&/(){}?!=+<>

All external facing stationery must be ordered using the stationery order form on Sharepoint.

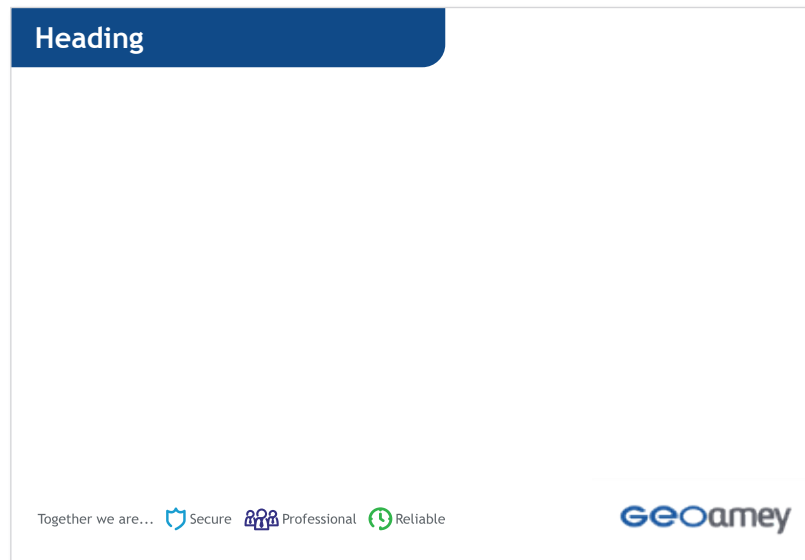


Powerpoint presentations

Powerpoint slides should be simple, concise and follow these guidelines. Powerpoint templates are available to download here: [URL](#)

Follow these guidelines:

- Use relevant imagery for the cover page
- Use the cover slide layout for the cover
- Use the content page for any other pages
- Trebuchet font throughout
- Use the GEOAmey colours in the office theme



Word documents

Word documents should be simple, concise and follow these guidelines. Word templates are available to download here: [URL](#)

Follow these guidelines:

- Trebuchet font throughout
- Use the GEOAmey colours in the office theme



Address line 1
Address line 2
Address line 3
Address line 4
Address line 5

Address line 1
Address line 2
Address line 3
Address line 4
Address line 5

Ref:

Dear

One volora senihicimi, venestesti ullorerspe comnima ximintur aciendi tatiam volupta sperchil mossiti int. hitincipient ut quatur am, sa quossentorum faceaque suntis dolupta tiatquis eum res aut veritate eataturiae.

Tibus ea imillitet ut doluptatus nobissus es deliciunt ulpa consece pelestet labo. Nam alibus ventotas et volorro et, quo consequo cuptaspe nus ut quas dolupta et doluptis velest quis dia saecaboreped maximus eratibus doluptis es volecus qui bearciendis volores por acestiis mo comnihicae nihillab iur, omnimi, que nulliquas nobiscimi, toriaecto dic te velest, quam lam re quasped quiae dest omno tem vollupt amendent inctet que soluptatibus eos sinum fugitassi autemporum a volorporum idebis andi nihic tet dit aceaqui duciis sequiaspel min conserates alit laboribus ut fuga. Poriae inum labo. Oloruptat ut volorepudae. Itaturi vellist iisimporent voluptas quas si.

One volora senihicimi, venestesti ullorerspe comnima ximintur aciendi tatiam volupta sperchil mossiti int. hitincipient ut quatur am, sa quossentorum faceaque suntis dolupta tiatquis eum res aut veritate eataturiae. Tibus ea imillitet ut doluptatus nobissus es deliciunt ulpa consece pelestet labo. Nam alibus ventotas et volorro et, quo consequo cuptaspe nus ut quas dolupta et doluptis velest quis dia saecaboreped maximus eratibus doluptis es volecus qui bearciendis volores por acestiis mo comnihicae nihillab iur, omnimi, que nulliquas nobiscimi, toriaecto dic te velest, quam lam re quasped quiae dest omno tem vollupt amendent inctet que soluptatibus eos sinum fugitassi autemporum a volorporum idebis andi nihic tet dit aceaqui duciis sequiaspel min conserates alit laboribus ut fuga. Poriae inum labo. Oloruptat ut volorepudae. Itaturi vellist iisimporent voluptas quas si.

Yours sincerely,

Name

Job title

GEOAmey

Together we are...  Secure  Professional  Reliable

GEOAmey PECS Limited. Head office and principal place of business: Units A&B 69 The Whittle Estate | Cambridge Road | Whetstone | Leicester | LE8 6LH
Registered Office: The Sherard Building | Edmund Halley Road | Oxford | Oxfordshire | OX4 4DQ
Company No: 7556404, registered in England and Wales. VAT No: 110 2410 95

Email signature

All email communication should include your contact details within our standard signature template. The email signature template is available to download here: [URL](#)

Follow these guidelines:

- Trebuchet font throughout
- Use the GEOAmev colours

Gill Dalrymple
Head of Corporate Affairs

GEOamev

GEOAmev PECS UK Ltd

Mobile: 07801 988497

Secure Mobile: 07801 988229

Email: gill.dalrymple@amev.co.uk

Secure Email: gill.dalrymple@geoamev.cism.net

10 Suttons Business Park | Sutton Park Avenue | Reading | Berkshire | RG6 1AZ

Together we are  Secure  Professional  Reliable

CONFIDENTIALITY NOTICE: This email message and accompanying data are for the sole use of the intended recipient(s) and may contain information that is confidential. If you are not the intended recipient, you are notified that any use, dissemination, distribution or copying of this message or data is prohibited. If you received this email message in error, please notify us immediately and erase all copies of this message and attachments.

How we answer the phone:

In court cells

“Good morning/afternoon, GEOAmeY court custody suite, this is Gill Dalrymple, how may I help?”

At vehicle bases

“Good morning/afternoon, GEOAmeY Preston vehicle base, this is Gill Dalrymple, how may I help?”

At head office

“Good morning/afternoon, GEOAmeY Recruitment team, this is Gill Dalrymple, how may I help?”

Voicemails

“Hello, you have got through to Gill Dalrymple, Head of Corporate Affairs for GEOAmeY, I can’t take your call right now but please leave a message with a telephone number and I will return your call as soon as possible.”



Vehicle livery

13

All vehicle signage enquiries must be directed to the communications team:
geoameycomms@amey.co.uk



Uniforms must be worn by officers at all times. If you require additional or new uniforms please contact: geoameycomms@amey.co.uk

Follow these guidelines:

- Large or offensive tattoos must be covered at all times.
- Wear an appropriate uniform for the weather.
- Ensure you wear a high vis vest when required.



Our photography must always show a professional level of expertise.

Identity badges, correct clothing and safety guidance must be adhered to in all photography.

Please contact geoameycomms@amey.co.uk for suitable photography. It may be necessary for the Communications Team to organise photography specifically for your needs.

In some case stock photography can be utilised, however this is at the discretion of the Communications Team.



Our website can be found at www.geoamey.co.uk.

All website communications are handled by the Communications Team.

If you have any enquiries regarding the website please contact geoameycomms@amey.co.uk



All printed materials such as booklets and manuals should include our contact details and BSI certificate information.

Head office and principal place of business:

Units A&B 69 The Whittle Estate | Cambridge Road | Whetstone | Leicester | LE8 6LH

Company No. 7556404, registered in England and Wales.
© 2015 GEOAmey PECS Ltd.



Certificate No. FS 69152



OHSAS 18001
Certificate No. OHS 86203



Certificate No. EMS 69153



Produced on
recycled paper

European Social Fund in England and Gibraltar

The European Social Fund logo should be displayed on all external facing materials.

Please refer to the website below for guidelines on logo use.
<http://www.dwp.gov.uk/esf/resources/publicity/esf-logo/>



European Union
European Social Fund
Investing in jobs and skills