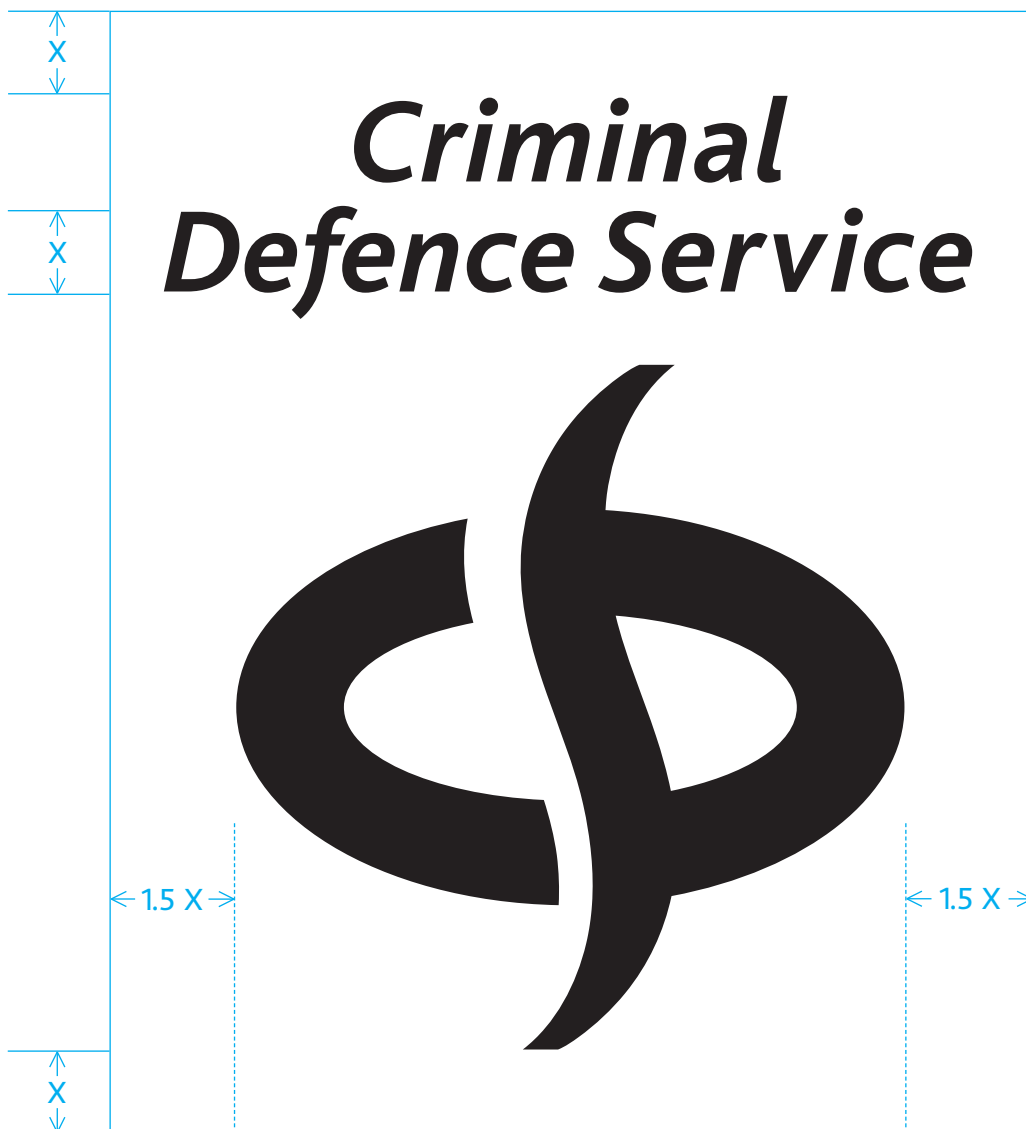


# *Criminal Defence Service*



QUALITY MARK GUIDELINES

## ARTWORK QUALITY LOGO



### Infringement Area

The blue box keyline indicates the infringement area. This area should be left unadulterated at all times, this provides the mark with its own space. Blue elements should not print.

### Introduction

The Criminal Defence Service (CDS) Quality Mark tells your clients that you offer a quality assured service. The CDS Quality Mark will communicate your commitment to professionalism, quality and customer care.

Only organisations which have achieved the standards will be able to display the Quality Mark. The logo is unique to CDS providers. It gives the CDS an identity which clients will recognise and associate with a quality service.

This manual is designed to help you use the CDS Quality Mark correctly and consistently. It is important to refer to these guidelines whenever you are creating designs or artwork using this mark.

### Master Artwork

The logo should only be produced in black and white or white out as indicated by these guidelines. The type face used for the text is Bliss bold italic. This is the only font to be used for the logo text. The recommended body copy text is Helvetica. When this is not available, Arial can be used.

This page is suitable as artwork for supply to printers. Full digital artwork is available on request at the number below. If you would like a digital logo, more information or guidance about using the CDS Quality Mark, please call the CDS Policy Team on 020 7759 0000, 9am - 5pm, Monday - Friday.

## ACCEPTABLE VARIANTS

A



B



C



A White out of a 'dark' solid colour or black.

B If the logo is to appear on an image that affects the legibility of the logo, it should appear in a white box panel with the minimum panel size equal to or larger than the infringement area.

C The symbol without the text can be used as a separate device to create a variety of graphic treatments but only if the full logo also appears so that it is clear what the graphic refers to.

☞ The symbol can also be used as bullet points in a document where the full logo also appears.

## WORKING WITH THE CLS LOGO



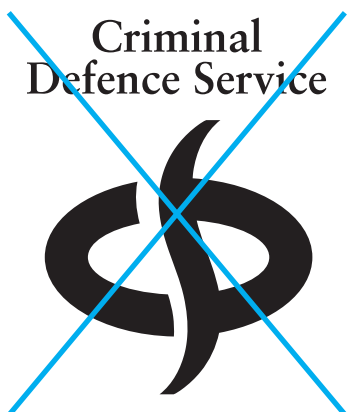
Recommended minimum size for stationery



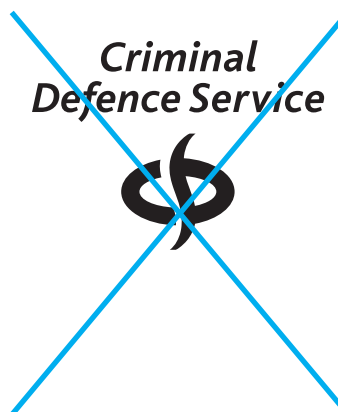
When the CLS and CDS logos appear together they should be in this order, side by side, with 'Y' as the space between. Accurate positioning is indicated on the grid above. The minimum recommended size for stationery is also shown.

## MISUSE OF THE LOGO

1. Do not change the typeface.



2. Do not alter the size of individual elements.



3. Do not change the position of any of the elements.



4. Do not distort the identity in any way.



The logo should only appear in black or reversed white out of a background.  
It should never appear in a colour.

Provided you observe the guidelines in this manual, there are no restrictions on the positioning of the Quality Mark on any material. Where the symbol is used in an illustrative way, the Quality Mark should also appear in the document.

The CDS Quality Mark must only be used as set out in this manual. Variations such as those shown above are not permitted in any circumstance.

These guidelines also apply for web usage.



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