

# *Community Legal Service*



QUALITY MARK GUIDELINES  
July 2010

# Community Legal Service



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## Introduction

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

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

This manual is designed to help you use the CLS 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

Artwork for supply to printers is contained within this pack. Full digital artwork is available on request at the number below. If you would like more information or guidance about using the CLS Quality Mark, please contact the following e-mail address:  
[info@sgm.uk.com](mailto:info@sgm.uk.com)

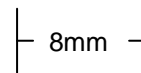
**Community  
Legal Service**



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Single colour green – Pantone 361



**Community  
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Single colour black



Minimum size

GREEN



PANTONE 361  
76 CYAN  
91 YELLOW

BLUE



PANTONE 072  
100 CYAN  
79 MAGENTA

## Web

HTML66CC00 – GREEN  
HTML333399 - BLUE

RGB colour values

R: 0 G: 148 B: 90 – Green

R: 0 G: 58 B: 151 - Blue

## 2 Basic versions

These are the basic versions of the Quality Mark. The standard version for reproduction is the two colour version printed on a white background in Pantone 361 (green) and Pantone 072 (blue). If you want to print the logo in a single colour, you can use either black or green (Pantone 361), shown above.

The minimum size for reproduction is 8mm

### Specifications

Always use the Pantone references (or their full colour equivalents) for printing and the HTML colours for use on websites.

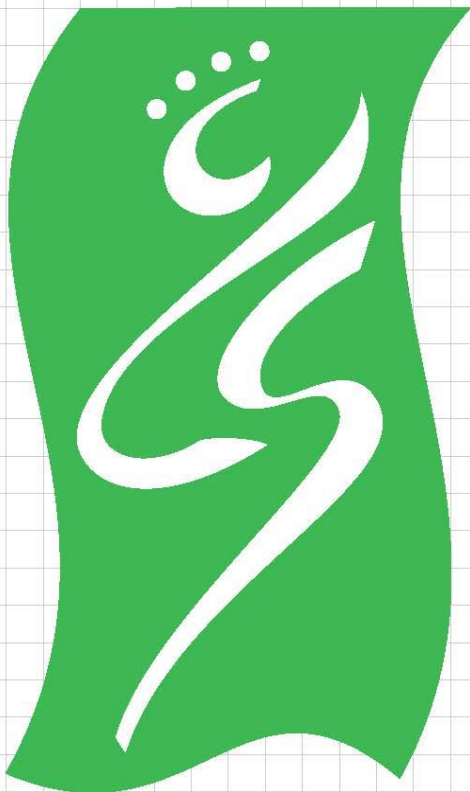
## Other languages

The Quality Mark will work equally well if translated into other languages. These design guidelines still apply. They are also available in Welsh. Any translations of the logo into other languages will need to be authorised by the LSC before use.

For advice please contact the following email address:

[qualitymark@legalservices.gsi.gov.uk](mailto:qualitymark@legalservices.gsi.gov.uk) .

# *Community Legal Service*



## 3 Master grid

The CLS Quality Mark should always be used in the proportions indicated by the master grid. The master grid can also be used as reference when scaling up the logo, e.g. for use on banners and exhibition panels

## Infringement area

The CLS Quality Mark has an infringement area which should be left unadulterated at all times, thus providing the mark with its own space. The infringement area is indicated by the total grid area.



Full colour or dark background



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

#### 4 Acceptable variants

Normally the logo should be printed on a white background, however limited variations are acceptable.

1. The Quality Mark blue can be used to create a strong background, with the type reversed out in white
2. To print as a single colour, you should use the Quality Mark green as the background
3. If it is necessary to put the logo on a dark coloured background, you must maintain the infringement area in white

Only when printing on light coloured office stationery, or Yellow Pages you may print the logo without a white background but the infringement area must be maintained

The logo can also be printed as a stationery watermark in the prescribed colours

Maximum size  
15mm



↑ Icons - The various options shown above can be used for websites. These options may also be used for service directories but only if the basic version of the logo is shown elsewhere in the directory/website so that it is clear what the graphic refers to.

Colour options for the icons are green, black or reversed out white from green background

Bliss – Bold

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890(&£\*/.,:;!?"’)

Bliss – Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890(&£\*/.,:;!?"’)

Bliss – Light

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890(&£\*/.,:;!?"’)

## 5 Typeface

The logotype is set in Bliss Bold Italic. This is the only font that can be used for the logo text ‘Community Legal Service’.

It is recommended that the Bliss family of typefaces, with its clarity and modern style, is used to create a set of companion fonts for secondary type, for example if you are producing leaflets or other published documents. The recommended usage is Bliss Bold or Bold Italic for headings and subheadings, Bliss Light or Regular for text and Bliss Italic and Light Italic to create type variation. These recommendations can be adapted to suit individual requirements.

For website design where Bliss is not available, the Arial typeface, which is the nearest equivalent, should be used for body copy only.

*Bliss – Bold Italic*

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNopqrstuvwxyz***  
***1234567890(&£\*/.,:;!?"')***

*Bliss – Italic*

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNopqrstuvwxyz*  
*1234567890(&£\*/.,:;!?"')*

*Bliss – Light Italic*

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNopqrstuvwxyz*  
*1234567890(&£\*/.,:;!?"')*

**Community  
Legal Service**



**Community  
Legal Service**



Descriptor type size is 135% of name type size.

**Community  
Legal Service**



Specialist Help Point

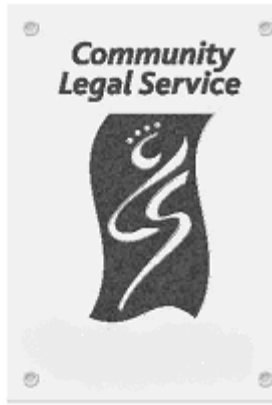
**Community  
Legal Service**



Specialist Help Point

← Descriptor type size is 90% of name





Transparent or white sticker



## 6 Signage and window stickers

Here are some typical examples of signage using the CLS Quality Mark. Window stickers are the most common type of signage, but in cases where these are not appropriate, other signs, such as a plaque, a fascia, a free-standing or projecting sign, can be created using the master artwork supplied.

A window sticker is available on request.

Digital artwork is available on request, see page 1.

1



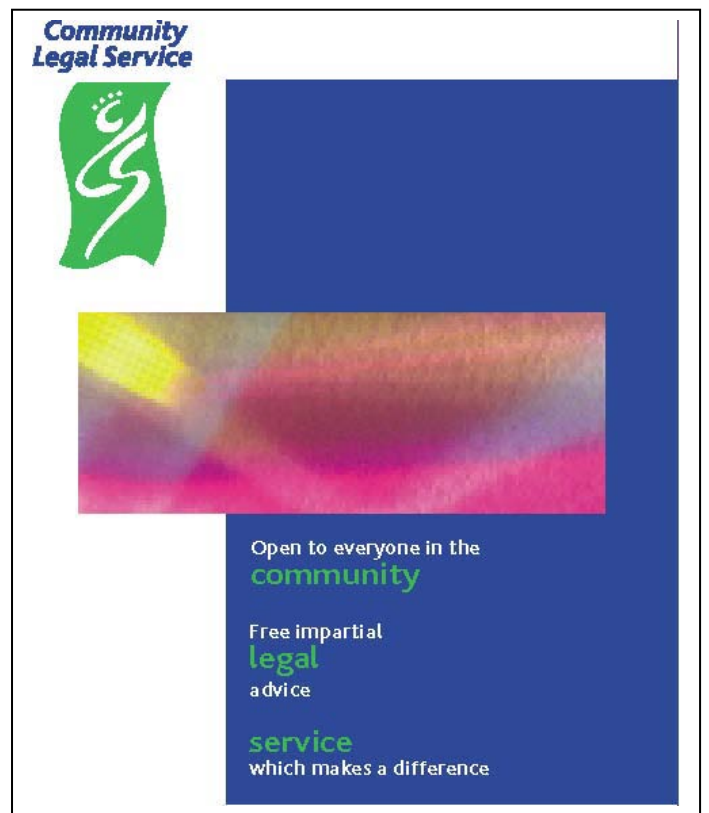
2



3



4



A4 Full colour house brochure

## 8 Don'ts

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

- 1 Do not reverse the text and figure colours.
- 2 Do not change the typeface.
- 3 Do not distort the identity in any way.

Do not exclude the ribbon except as shown on page 4.

## Sample applications

Here we show some sample applications of the CLS identity.

Provided you observe the guidelines in this manual, there are no restrictions on the positioning of the Quality Mark on any material.

Where sections of the figure are used in an illustrative way, the full Quality Mark should also appear.

  
**Community Advice Centre**  
12 Fgáirdí Gáidigh, Gáidigh, Hígúnzó, UK6E85, Tel: 71518871413

  
Community Advice Centre  
12 Fgáirdí Gáidigh, Gáidigh, Hígúnzó, UK6E85, Tel: 71518871413

A. Adviser



  
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Solicitor's Brochure

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