FSS CORPORATE LOGO USAGE/GUIDELINES

FORENSIC SCIENCE SERVICE

Our brand has an impact on almost everything we do. It affects how we present ourselves and how we are perceived by others.

These guidelines should be used by anyone who is communicating about the Forensic Science Service, whether that material is produced by ourselves or we are including our logo on a third-party communication, for example.

This will ensure that our brand is clear, consistent and easily recognisable.

The FSS corporate logo comprises the Forensic Science Service logotype and the 4-squares graphic mark.

There is also a trademarked version of the logo to be used when appropriate.

Minimum clearance area: It is important to keep a clear distance around the logo, equivalent to the size of the 4-squares mark rotated 45°. This ensures that it remains uncluttered and retains its prominence on the page.

FORENSIC SCIENCE SERVICE

1. For all corporate communications, the logo should preferably appear in full colour, on a white background.

By placing the full colour logo on a white background, we ensure the corporate colours stand out well for maximum clarity and do not clash with secondary background colours. This will also help reinforce brand recognition for FSS corporate communications by introducing the use of white space within a design.

2. Coloured backgrounds: If the logo has to appear on a coloured background, revert to using white or black logo versions. The full colour logo may clash with the background colour, or not stand out clearly enough.

Use the reversed-out white version on dark colours and a black version on light colours. See guide on right for which version to use depending on the intensity of the background colour.

3. Single colour logo: When it's necessary to print a single colour logo (due to production restrictions, budget, etc.), revert to using the corporate blue logo (Pantone 534C) on a white background. Use a white or black version if the logo has to be placed on a coloured background, as per the guidelines above.

Use the black version of the logo on white only where it is absolutely necessary – using the corporate blue helps to retain brand recognition.

1. Full colour logo on white background – use this version wherever possible

FORENSIC SCIENCE SERVICE

2. White and black logos on coloured backgrounds – use only when unable to print on white background.

100% K — 40% K

39% K and less

Use white-out logo on all coloured backgrounds which are equal in intensity to black tints ranging from 100% to 40% K.

Use black logo on all coloured backgrounds which are equal in intensity to black tints less than 40% K.

3. Single colour logo

Pantone 534C

Black

When restricted by narrow formats on web banners (e.g. skyscraper format of 120 x 600 pixels), use the stacked version of the logo for improved legibility.

This version of the logo should only be used where absolutely necessary.

Wherever possible, use the standard horizontal corporate logo for brand consistency and recognition.

FORENSIC SCIENCE SERVICE

120 x 600 skyscraper banner format

FORENSIC SCIENCE SERVICE

For all print applications, do not size the corporate mark smaller than 40mm wide for the standard version, and 20mm wide for the stacked version. Any smaller and the mark loses its clarity and stand-out.

◆ FORENSIC SCIENCE SERVICE

X
40-mm

FORENSIC
SCIENCE
SERVICE

X
20-mm
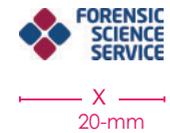
For all digital applications, do not size the corporate mark smaller than 170 pixels wide for the preferred horizontal format.

◆ FORENSIC SCIENCE SERVICE

X
170 pixels

FORENSIC
SCIENCE
SERVICE

X
90 pixels

Coloured backgrounds: Wherever possible, our logo should appear on a white background. This ensures stand-out and prevents colours from clashing or blending in with the corporate colours of the logo.

In rare cases where the logo has to appear on a coloured backgound (signage on a coloured car, for example), revert to the single colour version – please adhere to the guidelines on page 4.

Avoid using the logo on photographic or textured backgrounds.

Sizing/colour of elements: Do not change the proportion of the mark to the logotype, and avoid changing or alternating the colours of the logotype or mark. Always adhere to the permitted variations listed on page 4.

Special effects: Do not distort the shape of the logo, and never use glows or drop shadows – the logo should always remain clean and in proportion.

It is very important to adhere to the correct corporate colour breakdowns when reproducing artwork.

Consistent colour usage across all media platforms is essential in building and retaining FSS brand recognition.

When using the FSS brand blue or red in litho print items where very fine type or linework occurs, use the Pantone colour to ensure good reproduction.

The FSS Marketing Department is responsible for all print production – please call us on 0121 329 5276 with details of your print requirements.

Use websafe colours for all digital executions to ensure consistency of colour.

print – Pantone Coated:

print – CMYK:

digital – websafe:

Red: Pantone 194C

Red: 30C 100M 60Y 20K

Red: 990033

Blue: Pantone 534C

Blue: 100C 80M 30Y 5K

Blue: 003366

Always use these specified typefaces to ensure consistency of brand look and feel across all media. Use the correct weighting for headlines/subheads/copy to ensure typography retains clarity and balance.

Our primary font is **Century Gothic,** which should be used across all printed media. Wherever possible, it should be used for digital media too, for example in websites or in presentations and animations where custom fonts are supported by specialist software (e.g. Macromedia Flash).

And always ensure all text is easily legible and the layout is not cluttered. Use white space around text and graphics to ensure the message is clearly legible.

NOTE : Never use the font at under 9pt for printed and digital media.

print/digital headline font: Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-,.!?&£@#$%"*

print/digital subhead font: Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-,.!?&£@#$%"*

print/digital body copy font: Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-,.!?&£@#$%"*

When producing HTML web pages and emails, or when sending out materials to third parties where there is no control over the users' font preference, use the substitute Arial font.

For internal documents (e.g. reports or presentations) where content is heavy and space is tight, substitute Century Gothic with Arial for body copy. Arial is more condensed in design and will therefore save space. However, always use Century Gothic for headlines in these cases to retain our brand look and feel.

NOTE: the leading guidelines covered on the previous page also apply.

substitute digital headline and body font: Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-,.!?&£@#$%"'*

substitute digital subhead font: Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-,.!?&£@#$%"'*

The following two pages show examples
of our guidelines put into practice.

brochure cover

spread

FIBRE FACT SHEET

"...the microscopic dusts which cover our clothes and
our bodies are silent yet reliable witnesses of each of
our actions and contacts."

Edmund Locard (c.1910)

Textile fibre examination is the **second most utilised evidence type**
(after body fluids/DNA) often providing compelling evidence in a variety of
casework situations.

It is best utilised when person to person, or person to item contact is disputed e.g.:

- Violent crime
- Burglary/Robbery
- Sexual offences
- Taking without consent
- Road traffic accident investigation
- Cases of terrorism

TYPICAL LABORATORY PROCESS

Whether at the crime scene or the laboratory, the first part of the process is to
recover and secure this evidence. This is done by 'taping' the item in question.

These tape lifts are then visually searched using low power microscopy and any
fibres present which appear superficially similar to a questioned item are
removed and mounted onto a microscope slide. The morphology and colour of
the fibres are then compared against fibres from the suspect item under high
power microscopy using different wavelengths of light. In the event that no
differences are found at this stage then (depending on the fibre type)
instrumental analysis (involving microspectrophotometry and Fourier Transform
Infra Red spectroscopy) and dye analysis is performed in a comparative manner.

These tests are highly discriminating and are able to distinguish between
ostensibly very similar garments.

INTELLIGENCE VALUE – COMPLEX MAJOR ENQUIRIES

Whilst fibre examination can have a high evidential value in 'corroborative'
cases, it has repeatedly been shown to have high 'Intelligence' value in complex
major enquiries – often providing an investigative steer.

The presence of fibre 'collectives' (populations of fibres which appear to
have a common origin) on the clothing of murder victims can be used to give
indications of the environment and/or person with which the deceased had last
had contact. This can be extremely probative in situations where the victim has
been deposited from the original murder scene – providing invaluable
intelligence to the investigative team.

Likewise in cases of terrorism, the presence of fibre collectives on the sealed
adhesive side of tapes used to construct an explosive device can potentially
provide information leading to the identification of the 'factory'.

ADDED VALUE

In cases of terrorism, armed robbery etc, where the perpetrators have discarded
balaclavas or similar items used to disguise identity, the presence of fibres
recovered from a suspects hair can not only be used to demonstrate contact
with the item, but also to give an indication of when the suspect item was worn.
This is not possible with a 'body fluid' approach to this type of scenario.

ROAD TRAFFIC ACCIDENT INVESTIGATION

In impacts/collisions involving vehicles, the high energies involved can result in
fibres from the clothing of an occupant becoming fused with the plastic
paneling of the vehicle interior and vice versa. These 'Fibre Plastic Fusions' and
'Plastic Coating Marks' can provide a 'snapshot' of the position of the vehicle
occupants at the time of the collision and can therefore be used to determine
who was driving at that time. Likewise this approach can also be employed in
cases of 'hit and run', especially since many modern cars now employ plastic
bumpers and other exterior trim.

CRIME SCENE – FIBRE MAPPING

One of the crucial elements of crime scene investigation is to recover fibre
evidence from the victim and/or the surroundings. The method of recovery
should also be conducive to subsequent fibre mapping – which allows deduction
of the nature of the contact which resulted in any fibre transfer to the victim by
means of producing a distribution map of fibre collectives present.
To this end, the FSS employs and advocates the use of 'Zonal Taping', in order to
minimise the resource, time and cost implications in delivering this important
aspect of fibre examination.

brochure cover

spread

Any documents which are to be issued externally and may constitute a business document must carry a form of copyright statement.

The minimum copyright statement is as follows:

© Forensic Science Service Ltd. (year). All rights reserved.

The preferred copyright statement is as follows, which includes our company status:

© Forensic Science Service Ltd. (year). All rights reserved.

The Forensic Science Service® is a trading name of Forensic Science Service Ltd.

Forensic Science Service Ltd. is a UK Government-owned company.

This wording is a legal requirement of the Companies Act 1985 and does not form part of the corporate mark. It may appear in a much smaller-sized font in the footer of the publication.

If the publication could be classed as a business letter, i.e. a quotation, offer, contract, invoice or document giving professional advice, it should contain the following wording:

© Forensic Science Service Ltd. (year). All rights reserved.

The Forensic Science Service® is a trading name of Forensic Science Service Ltd.

Forensic Science Service Ltd. is a UK Government-owned company.

Registered office and headquarters: Trident Court, 2920 Solihull Parkway, Birmingham Business Park, BIRMINGHAM B37 7YN United Kingdom.

Registered in England and Wales: number 5607780.

Again, this wording is a legal requirement and may appear in a much smaller-sized font in the footer of the publication.

A registered trademark indicates that the trademark has been approved by a Patent Office and the owner of the mark has the right to prevent others using it. A registered trademark is valid in a particular country – there is no such thing as a global trademark.

Once a trademark is registered, the ® symbol can be used with it in the country of registration. In some territories it is an offence to use the ® symbol if the trademark is not registered there. Therefore, it is important to consider which country your publication is going to appear in when marking trademarks as registered.

If trademarks are marked as registered, it is good practice to include an end note stating what the trademark is and to whom it belongs. For example: FSS and the Forensic Science Service are UK-registered trademarks of Forensic Science Service Ltd.

There is no legal obligation to use the ® symbol on a registered trademark, but to do so warns third parties that there is registered intellectual property in the mark. The FSS uses ® on its registered trademarks.

The ® symbol should either be used the first time the mark appears, or every time the mark appears. This is a matter of style and should be consistent. If one registered mark is used with ® throughout the piece, all registered marks should be treated in the same manner. The ® is placed after the mark and is usually superscript.

The FSS uses ® on the first appearance of a mark – for best practice, please follow this guideline.

Please contact the IP Co-ordinator on 0121 329 5281 for more advice on trademarks.

All marketing communications materials (including leaflets, posters and other materials) are the responsibilty of the Marketing Department.
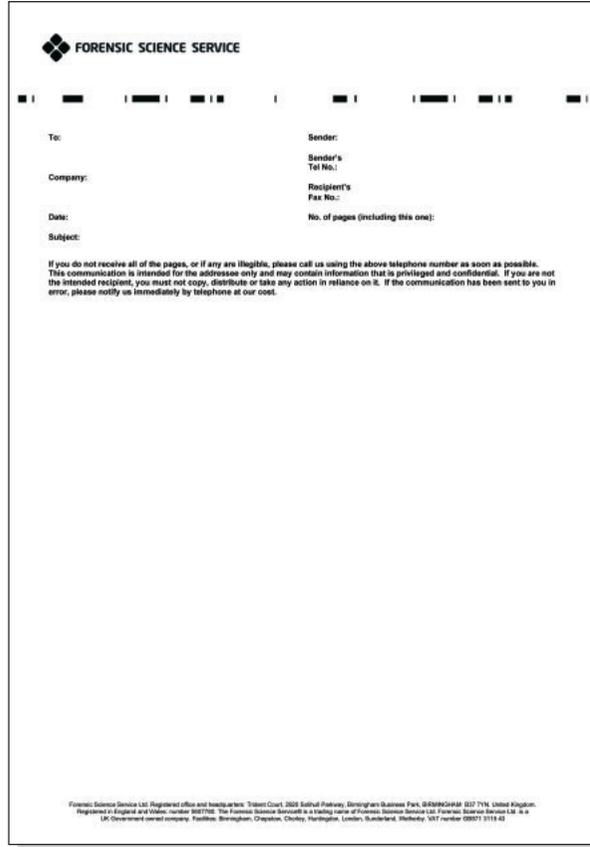
Internal communication materials or local newsletters must be approved by the Marketing Department prior to production.

You can contact us on 0121 329 5276.

All communications with the media, including press releases and articles, must be approved by the Press Office. Please contact them on 0121 329 5225.
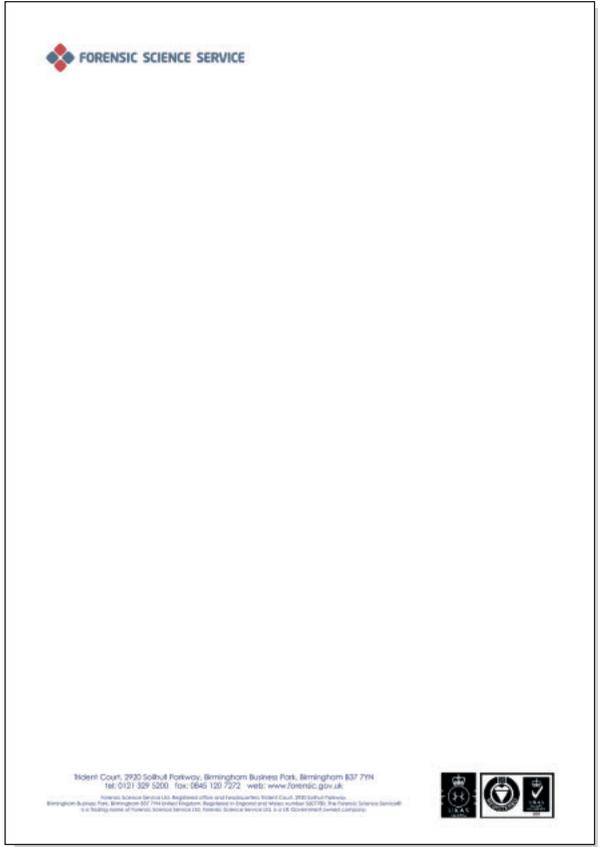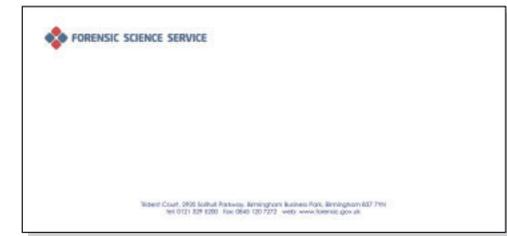
letterhead

fax header

business card front and back

label

compliments slip

powerpoint