Department for
International Trade

Identity Guidelines
September 2016

Introduction

Welcome to the brand guidelines for the Department for International Trade (DIT). These guidelines have been prepared to help you understand and implement the brand identity. They are aimed at anyone responsible for producing or commissioning visual material for the organisation.

They are intended to cover most major application requirements. However, guidelines are a living document and will evolve and be added to over time as new or additional guidance is needed.

Before using these guidelines think about who your target audience is to ensure that you choose the correct brand to lead your communication. Please do not mix different brand identities together.

Need help?
If you have any questions about anything that appears in these guidelines, or how to use them, please contact the branding team in DIT Marketing

E. brand@trade.gsi.gov.uk
W. www.marketingresource.ukti.gov.uk

Contents

Introduction to the brand
brand model and proposition

The overall brand framework for DIT brand is clean and straightforward

DIT corporate

Export Control Joint Unit (ECJU)

Trade Policy

DIT brand leads with optional GREAT endorsement

Defense & Security Organisation (DSO)
Sector promotion

DIT brand leads with DSO label and navy blue accent colour

GREAT endorses as appropriate

UK Export Finance (UKEF)
Financial support for export services

DIT brand leads with UKEF logo, green accent colour and optional GREAT endorsement

Campaigns and initiatives promoting DIT services and UK capability messaging/benefit to exporting

GREAT leads with DIT endorsement

Healthcare UK
Sector promotion

GREAT leads with DIT endorsement

Master logo

The Department for International Trade logo is part of the HM Government identity system. We use the Board of Trade Crest in our logo rather than the Royal Coat of Arms. There are three versions of logo for different usage: detailed, smal and linea.

The maximum and minimum sizes refer to the width or height of the Board of Trade crest, not the identity as a whole. Identities using different symbols will have their own guidance.

The logo is a fixed element and cannot be reconfigured or adjusted in any way. Ensure you are using the correct sized version for your application.

Please note that where possible always use the logo in colour and on a white background.

Detailed artwork (the large version of the Board of Trade crest) is used for media that needs the highest standards of reproduction. **Minimum width of the crest is 200mm.**

Small artwork in which the reduced version of the Board of Trade crest with less detail is used for the majority of our literature. **Minimum width of crest is 5mm**.

Department for
International Trade

Department for
International Trade

Secondary logo: only to be used where space is limited and stacked version is not possible.

 Department for International Trade

Detailed logo
PMS 186 | CMYK | Black | White
crest minimum X = 200 mm

Simplified logo
PMS 186 | CMYK | RGB | White | Black
crest minimum X = 5 mm
crest minimum X = 100px

Horizontal logo
PMS 186 | CMYK | RGB
minimum width = 30 px

Print Exclusion zone
The exclusion zone is a distance equivalent to the width of the Board of Trade crest around the logo (x in the diagram below).

This is the minimum clearance; whenever possible, leave more space around the logo than the exclusion zone.

In exceptional circumstances this zone can be adjusted. Contact the brand team for approval.

Crest sizes
A3	17mm
A4	12mm
A5	10mm
A6	8mm
DL	8mm

Minimum size
x = 5mm

Recommended sizes for digital

x = 40 pixels wide

Minimum size
x = 30 pixels wide

Translated logos are available in the following languages:
01 Arabic
02 Chinese (Simplified)
03 Chinese (Traditional Hong Kong)
04 Chinese (Traditional Taiwan)
05 Japanese
06 Korean
07 Russian
08 Thai
09 Vietnamese
10 Spanish (Latin American)
11 Portuguese (Latin American)

Typography

Display text

FS Lola is the display font for all printed materials. It can be used for headings, pull-out quotes and infographics. It should only be used in the weights specified.

It should not be used for sub headings, URLs or be used below 12pt in size.

It can be used as a fixed graphic element in digital applications, within an image for instance. If you need to purchase these fonts, you can do so at fontsmith.com

FS Lola

FS Lola light

ABCDEFGHI-JKLMNOPQRSTU-VWXYZ

FS Lola roman

ABCDEFGHI-JKLMNOPQRSTU-VWXYZ

FS Lola medium

ABCDEF-GHIJKLM-NOPQRSTU-

Body text

Helvetica Neue is the text font for all printed materials.

Helvetica Neue

Helvetica Neue LT Pro 45 Light
ABCDEFGHI-JKLMNOP

Helvetica Neue LT Pro 55 Roman
ABCDEFGHI-JKLMNOP

Helvetica Neue LT Pro 65 Medium
ABCDEFGHI-JKLMNOP

Helvetica Neue LT Pro 85 Heavy
ABCDEFGHI-JKLMNOP

Helvetica Neue LT Pro 75 Bold
ABCDEFGHI-JKLMNOP

Helvetica Neue LT Pro 95 Black
ABCDEFGHI-JKLMNOP

Digital

Arial is the font for all digital applications and all Microsoft packages. Use only in the specified weights.

Arial

Arial regular

ABCDEF-

Arial bold

ABCDEF-

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www.marketingresource.ukti.gov.uk

Typography

Foreign language fonts

When typesetting in a foreign language, we have a selection of preferred fonts.

Latin alphabet languages for designed applications
Our primary fonts Helvetica Neue and FS Lola covers the standard Latin 1 and Latin 2 character set as listed here.

Afrikaans, Albanian, Basque, Bosnian, Breton, Catalan, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Gaelic, Galician, German, Greenlandic, Hungarian, Icelandic, Irish, Italian, Latvian, Lithuanian, Luxembourgeois, Malagasy, Maltese, Norwegian, Polish, Portuguese, Romanian, Slovak, Slovenian, Serbian Latin, Sorbian, Spanish, Swedish, Turkish, Walloon and Welsh.

Latin alphabet languages for MS Office templates and digital applications
Please use Arial.

Non-Latin alphabets
Please use the recommended fonts for the languages shown to the right on this page.

Arabic
Arial

اریا   Arial

Japanese
MS PGothic

MS Pゴシック

Thai
Angsana UPC

AngsanaUPC

Hebrew
Arial

אריאל   Arial

Cyrillic
Arial

Ариал   Arial

Chinese (Simplified)
SimSun

宋体

Chinese (Traditional Taiwanese)
PMingLiU

新細明體

Korean
Dotum

돋움

Vietnamese
Arial

Arial

Greek
Arial

Arial

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Colours

The colour palette has been established to echo the professionalism of the organisation.

For infographics, charts and maps that require a more extended palette, the full tint range of the primary and secondary colours may be used.

The secondary colours should not be used for text.

Please note that tints of DIT Red (PMS 186) should never be used.

When working with our colours online, please make sure your designer employs best practise for accessibility.

To ensure the best level of compliance only use the specified text colours shown here, as legibility will be compromised for AAA web accessibility.

For grey tints use the specified tints only.

Colours

The PANTONE® Colour Matching System (PMS) is a colour space used to describe, match and reproduce our colours exactly in printed materials using ink mixed specifically for each colour.

CMYK colour refers to cyan, magenta, yellow, and key (black) inks used in colour printing. Where four colour printing is specified the CMYK colours should be used.

RGB colour is a light based colour model used by the displays of devices such as computers, and tablets. When using our colours for display on screens and devices the RGB colour should be used.

HEX codes are used to represent colour values for online digital assets. These should be used for items such as websites and promotional emails

DIT Red
PMS 186
C11 M100 Y81 K3
RGB 207.16.45
Hex #cf102d

01

DIT primary colours

DIT Navy	DIT Jade	DIT Violet
PMS 282	PMS 3305	PMS Violet
C100 M90 Y10 K40	C100 M0 Y61 K61	C88 M100 Y0 K0
RGB 0.40.95	RGB 0.77.68	RGB 72.20.160
Hex #00285f	Hex #004d44	Hex #4814a0
02	**03**	**04**

DIT secondary colours

DIT Blue	DIT Orange	DIT Berry	Black
PMS 300	PMS 1665	PMS 2405	100%
C99 M51 Y0 K0	C0 M80 Y100 K0	C34 M100 Y0 K0	C0 M0 Y0 K100
RGB 0.99.190	RGB 226.73.18	RGB 169.0.131	RGB 0.0.0
Hex #0063be	Hex #e24912	Hex #a90083	Hex #000000
05	**06**	**07**	**08**

DIT greys

Grey 90	Grey 80	Grey 50	Grey 40	Grey 30	Black	Black	Black
90%	80%	50%	40%	30%	20%	10%	10%
C0 M0 Y0 K90	C0 M0 Y0 K80	C0 M0 Y0 K50	C0 M0 Y0 K40	C0 M0 Y0 K30	C0 M0 Y0 K20	C0 M0 Y0 K10	C0 M0 Y0 K10
RGB 64.64.64	RGB100.100.100	RGB 167.167.167	RGB 185.185.185	RGB 197.197.197	RGB 220.220.220	RGB 231.231.231	RGB 231.231.231
Hex #404040	Hex #646464	Hex #a7a7a7	Hex #b9b9b9	Hex #c5c5c5	Hex #dcdcdc	Hex #e7e7e7	Hex #e7e7e7
09	**10**	**11**	**12**	**13**	**14**	**15**	**16**

PANTONE ®
186C

Photography and Video

Imagery will be chosen, or commissioned, to be appropriate to the specific needs of the application and its intended audience. Whatever the situation, DIT should be portrayed as a dynamic, international business organisation.

Our photographic style consists of images that portray intelligent people, intelligent products and services, and places. Cut-out images can also be used when we want to keep things clean and simple.

Basic principles

- Real emotions, professional and positive attitude.

- Still images.

- Real environment, real interaction.

- Avoid images that look fake, posed or clichéd.

- Take care using imagery of people with technology to ensure that the technology has not dated.

- Use dynamic, engaging imagery.

Intelligent people

When choosing or commissioning photographs of people, we need to make sure they support our brand.

Places

Our images of locations around the world should be of a high quality. They should not be picture postcard photographs and should avoid any clichéd compositions. Always remember that DIT is more often than not communicating to a business audience, so images should not have an overly touristy feel. Make sure cityscapes are up to date.

Intelligent products and services

A simple way to promote the expertise and intelligence on offer from the UK is by example. That is why we encourage the use of images that showcase the UK's products and services in a considered and beautiful way.

White cut-out images

When we want to keep things clean and simple, we use a white cut-out photographic style. This style is ideal for single product shots or something more conceptual.

They should always be on a clean and crisp white background with a small shadow or reflection. Do not crop any part of the object and always show the full height and width.

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www.marketingresource.ukti.gov.uk

Infographics and icons

Infographics and icons can be used to represent information, data or knowledge. This is a quick and engaging way to highlight key facts.

DIT symbol style uses sharp edges and angles, with negative gaps between solid elements. Round shapes can be used if they help in the recognition of an object.

When creating symbols follow the examples on this page for style.

Symbols can be used in different ways:

– At a small scale to draw attention to and highlight information.

– Combine with facts and figures.

– To illustrate information and bring it to life in a more engaging way.

Infographics

Facts and stats

Population: **61.4 million**	
Main Airport: **London Heathrow**	
Currency: **Pound sterling £**	
Languages: **English, Welsh, Gaelic**	
Main Cities: **London, Manchester, Edinburgh, Cardiff, Belfast**	

On track to deliver **£1bn** for 2014/15

£158m Current value of the GREAT brand

2.9 million Facebook 'likes'

Scores of media trips across Great Britain

8,600 journalists at the London Media Centre received GREAT branded press pack.

40 short films

Made with the BBC Showcased London 2012 venues and tourism destinations to hundreds of broadcasters.

Events in a day

1 DAY

BY 2018 UK e-commerce will rise to **£60 billion**

Chemicals

Finance & Statistics

Aerospace

Manufacturing

Infographics

Displaying information in an easy-to-understand way is a key aspect of many communications, both print and digital, and this is shown through the use of infographics.

Here we show a number of styles that are consistent with the DIT visual style.

Single facts

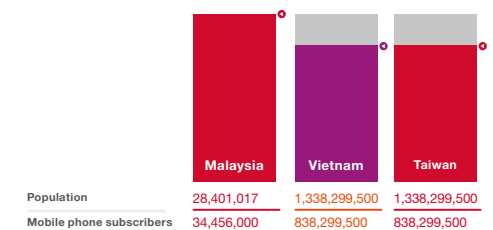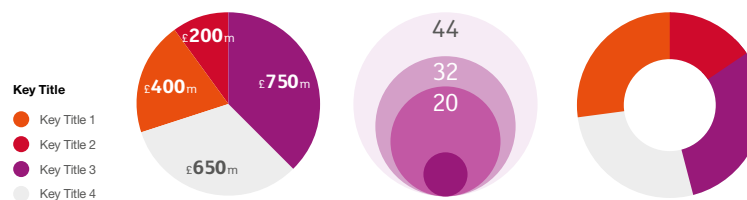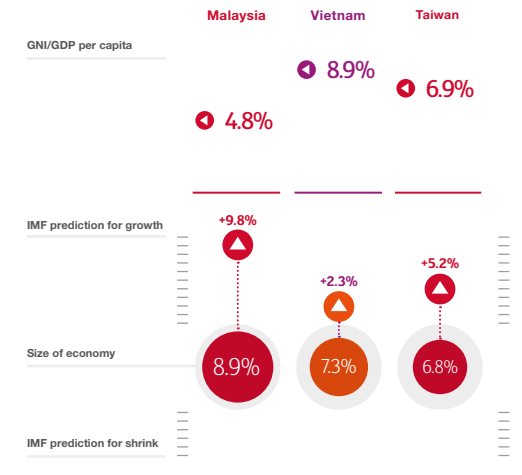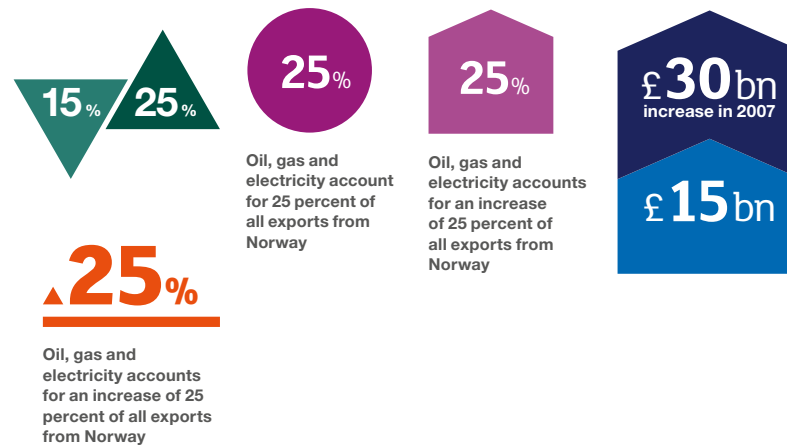Here are some examples of how we convey single hero facts.

1. **Typographic**
   Facts and figures: to add variety, facts can be represented through bold use of typography.

2. **Alternative fact shapes**
   We usually use circles and triangles for our infographics. However, other simple geometric shapes can also be used.

3. **Chart circles**
   To represent statistics we use circles as pie charts or use scale to make comparisons.

Innovative — 63%
Innovative — 83%

Innovative (alternative) — 33%
Innovative (alternative) — 64%

Non-Users (2012)
Users (PIMS 24-27)

83%
63%
64%
33%
39%
14%

Innovative — Innovative (alternative) — IP active

15% / 25%

25%
Oil, gas and electricity account for 25 percent of all exports from Norway

25%
Oil, gas and electricity accounts for an increase of 25 percent of all exports from Norway

£30bn increase in 2007
£15bn

25%
Oil, gas and electricity accounts for an increase of 25 percent of all exports from Norway

	Malaysia	Vietnam	Taiwan
GNI/GDP per capita	4.8%	8.9%	6.9%
IMF prediction for growth	+9.8%	+2.3%	+5.2%
Size of economy	8.9%	7.3%	6.8%
IMF prediction for shrink			

Key Title
- Key Title 1
- Key Title 2
- Key Title 3
- Key Title 4

£200m
£400m
£750m
£650m

44
32
20

	Malaysia	Vietnam	Taiwan
Population	28,401,017	1,338,299,500	1,338,299,500
Mobile phone subscribers	34,456,000	838,299,500	838,299,500

Maps

As a global organisation, maps are required in many DIT materials. DIT has developed a world map that is detailed enough to be used for most purposes.

Maps can use the the primary and secondary colours.

World map

As geopolitical situations are in a state of constant change please ensure that maps are checked with the relevant office locally.

Artwork is available on the marketing resource site at www.marketingresource.ukti.gov.uk

All maps should contain the following:

– Title

– North point

– Major features (e.g. country/city)

– A legend if the map is not
self-explanatory.

DIT global map examples

• The base is coloured in a tint of black from the colour palette. The lines for borders between all countries and territories should be coloured the same.

• The highlighted countries are coloured in an accent colour. You may use any DIT colour from the DIT colour palette. Only use DIT Blues or grey to represent a body of water.

• The labels for the key countries or cities are in the same colour or reversed out in white.
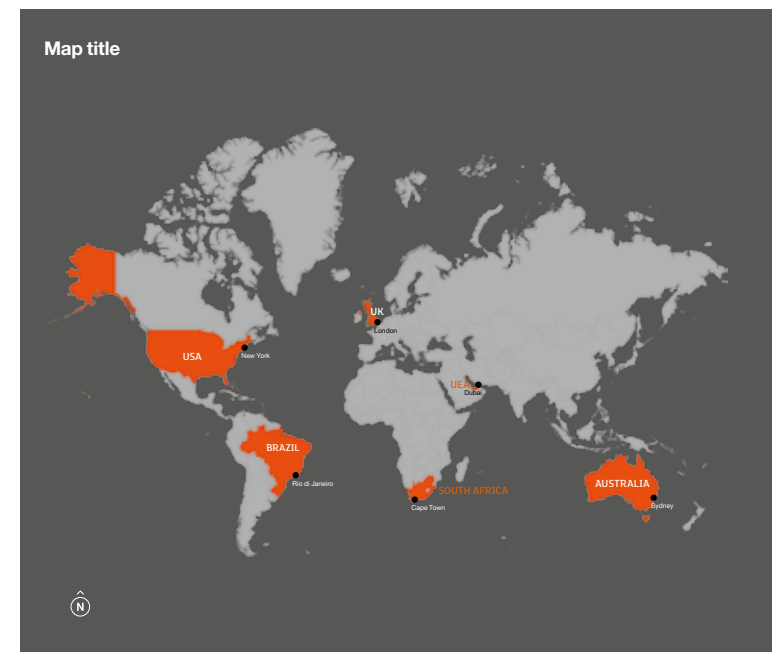
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Map title

Maps

Sample country maps

The country map shown indicates a variety of cities and regions.

- The base is coloured white. The lines for borders between all countries and territories should be coloured the same. A tint of black may be used if you prefer.

- The highlighted regions are coloured with a 40 percent tint of the DIT Orange.

- You may use Greens if you prefer, but not Blues as a region may be misinterpreted as a body of water.

- Where space is tight, consider positioning the name outside the area and linking with a simple line.

Maps

● **Scotland**

Scottish development international
ED East Dunbartonshire
ER East Renfrewshire
G Glasgow City
In Inverclyde
NL North Lanarkshire
Rn Renfrewshire
WD West Dunbartonshire
A Aberdeen City
CI Clackmannanshire
DC Dundee City
Ed City of Edinburgh
EL East Lothian
Md Midlothian
WL West Lothian

● **Northern Ireland**

Invest northern ireland
Ba Ballymoney
Be Belfast
Cf Carrickfergus
Cr Castlereagh
ND North Down
Nta Newtownabbey

● **North West**

Bpl Blackpool
BnD Blackburn with Darwen
Hn Halton
S Stoke-on-Trent
TW Telford and Wrekin

● **Wales**

Welsh Government
Bd Bridgend
BG Blaenau Gwent
Ca Cardiff
Cy Caerphilly
MT Merthyr Tydfil
Mon Monmouthshire
N Newport
NPT Neath Port Talbot
RCT Rhondda, Cynon, Taff
T Torfaen
VG The Vale of Glamorgan

● **West Midlands**

● **South west**

Welsh Government
B City of Bristol
BS Bath and North East Somerset
NS North Somerset
SG South Gloucestershire
Py Plymouth
Ty Torbay
Pl Poole
Bo Bournemouth

● **South East**

Re Reading
Sl Slough
Sw Swindon
Wk Wokingham
WM Windsor and Maidenhead
BF Bracknell Forest
MK Milton Keynes
BH Brighton and Hove
So Southampton
Po Portsmouth
Mwy Medway

● **East England**

L Luton
Pe Peterborough
SS Southend-on-Sea
Tk Thurrock

● **East Midlands**

De Derby
Lr Leicester
Nt Nottingham
R Rutland

● **Yorkshire and the Humber**

KH City of Kingston upon Hull
NEL North East Lincolnshire

● **North East**

D Darlington
Hp Hartlepool
M Middlesbrough
RC Redcar and Cleveland
ST Stockton-on-Tees

Advanced engineering

Advanced engineering in the UK provides employment for over 500,000 people in over 20,000 companies. This map shows company intensity in the sector.

Number of companies

● 750 or more
● 500 to 749
● 250 to 499
● 100 to 249
● 99 or less
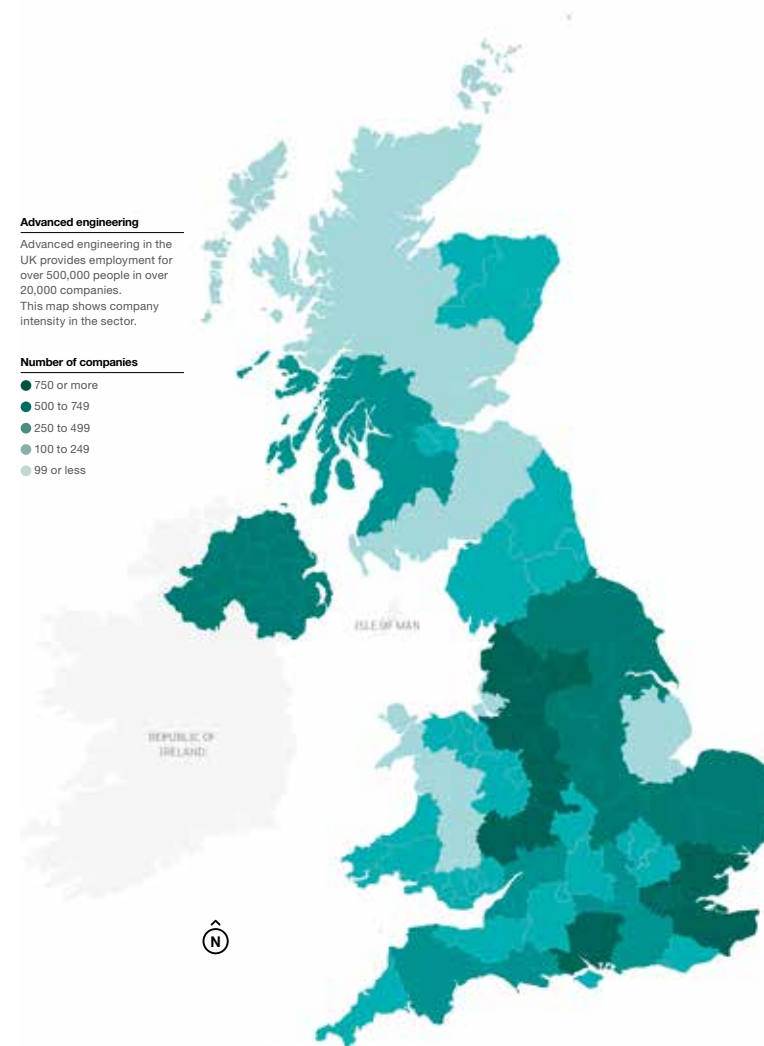
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www.marketingresource.ukti.gov.uk

Partnerships and accreditations

Welcome to the Partnership / Sponsorship / Benefit in kind guidelines for Department for International Trade (DIT). This section will help you decide how to work with other organisations, how to brand with them and the steps to take during Partnership, Sponsorship or Benefit in kind activities. These guidelines will direct you to additional documents when necessary and appendices of templates, contacts, MOUs, logo release forms and others.

Partnerships

The basic partnership principles are:

We might offer	We can never offer	What DIT will not sponsor?
Joint PR opportunities	To put another company's logo on our website – not allowed on GOV.UK	Activities where the participants are irrelevant to our target markets and audiences
To partake in joint events	To give access to ministers	Organisations with direct links to political or religious groups.
To supply our logo with specified descriptor and set wording (as agreed with the partner)	To guarantee ministers/CEO forwards in publications or attendance at events	Organisations with direct links to tobacco, negative impacts on health or environment, or associated with risk-taking activities
To supply our brand guidelines and assets (in accordance to guidance within this document)	To put another company's logo on the front of brochures	Projects with a large number of sponsors OR with conflicting sponsors where DIT messaging would be easily lost
	To give access to our customer database unless customers have specified that they are happy for third party use of data – legal requirement	Projects with existing or proposed sponsors that are inconsistent with DIT's image and values

Pros
• Greater total revenue potential
• Facilitates Value In Kind (VIK) support and supply offerings beyond cash sponsorship revenue
• Respected Sponsors attract other Sponsors
• Allows for Sponsors who can offer desired expertise benefits but have sufficient funds to buy in
• Access allows for relationship building with organisations of different sizes and budgets and helps build the future Sponsor pipeline

Cons
• Challenge of ensuring flexible enough inventory to create multiple value levels
• Additional analysis and recording of VIK contribution required
• Lacks exclusivity, compromises stand out and share of voice for each, reduces greater human and financial resource required to manage sponsors
• Harder to manage pricing and cost structure
• Multiple obligations to fulfil means more chance of things going wrong

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What are the factors that will make your proposal attractive to someone and working with you a viable option? Consider the following potential questions and points

Partnerships

Partnership checklist

☐ Are sponsorship needs being considered at project inception and as part of the whole plan? Think about the benefit of the partnership for DIT as well as to the partner, look into why they may want to be involved:
- are they interested in the people?
- getting messaging out to benefit their agenda?
- publicity for a new product or service?

☐ Will the sponsorship deliver a strong ROI for DIT by providing appropriate media, product placement and sponsorship leverage opportunities according to level of investment?

☐ What can the project uniquely offer to a Sponsor? Think back to your SMART objectives and measurable deliverables.

☐ What can it do better or more cost effectively than an alternative venture?

☐ Are all internal parties agreed on the rights you are offering? Don't default to offering logo placement as an option. Only 3 partner logos can be placed on DIT branded items. Remember to define partner descriptor before approaching sponsor or partner.

☐ Are plans and offerings being made in sufficient time for a Sponsor to respond?

☐ Can you guarantee delivery of what you are selling?

☐ Who will be responsible for delivering the rights? Servicing a sponsor should not require significant use of resources. Use the permissions of use form or partnerships contract to layout obligations. Agreements should include benefits, timelines, reporting and evaluation requirements and qualified audience exposure.

Is a contingency plan in place in the event of:

☐ Sponsor cancellation action?

☐ If the Sponsor assets cannot be delivered because the Minister attends?

☐ If the event or campaign date moves?

☐ Are budgets in place to cover compensation?

☐ If a PR issue means the Sponsor is made to withdraw is there a budget and plan for 'plan B' – new speakers, re-dressing, reprinting etc.?

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www.marketingresource.ukti.gov.uk

Partnerships, endorsements and sponsorship

Do not give any of these logos to third parties without prior approval from the Brand Team.

Endorsement wording needs to go to partners/sponsors alongside the logo.

When we are directly supporting the work of others, involvement should be acknowledged by using one of the endorsement logos.

DIT logo should be placed on partner materials where their brand guidelines dictate, but we would expect this to mirror our own co-branding principles, e.g at the bottom of front covers, ideally right aligned, as shown.

Artwork is available on the marketing resource site, www.marketingresource.ukti.gov.uk

These are the endorsement heading we use when logos are added to our branding along side wording to explain the relationship.

Partnerships

All three of these logos may only be used with permission from the Brand Team

Supported by:

Department for International Trade

Supported by

The 'Supported by' logo should be used when we are making a financial contribution to the activity. We may also be offering expertise and support in kind.

In association with:

Department for International Trade

In association with

The 'In asscoiation with' logo should be used when we are offering expertise and support in kind, but there is no financial contribution.

In partnership with:

Department for International Trade

In partnership with

The 'In partnership with' logo can be used on rare occasions where the relationship can be described as a close collaborative partnership.

Working with more than one Government partner

When endorsing the activity of a third party with more than one other Government Department, use the HM Government logo to endorse the third party activities, instead of multiple Government logos.

Department for International Trade   Department for Education   Department of Health

HM Government

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European Regional Development Fund

Some of DIT's UK regional offices recieve European funding for projects and programmes. When in receipt of this funding please follow the ERDF guidance.

The European Union logo should only appear on publicity materials if the project has received direct funding from European Regional Development Fund.

Partnerships

For most promotional items, the GREAT brand will lead. The ERDF logo should be placed on these items in the partnership position next and at the same size as the DIT logo.

Compliance with the Regulations will form part of the terms of funding agreements which will be issued to beneficiaries prior to the approval of funding. These terms are contractual provisions placed on beneficiaries, delivery partners and all sub-contractors that are involved in any operation which is partfunded by ERDF and ESF. As part of this, ESF Co-financing Organisations must ensure that these requirements are met by organisations that provide match funding for ESF projects through separate contracts with the CFO. The consequences of non-compliance may lead to financial repayment of funding.

Further guidance on ERDF can be found **here.**

Do not use ERDF logo on stationery, unless it is promoting the activity. Business cards are not required to have the ERDF logo. If any region is unsure, create bespoke business cards as part of the event collateral to comply with guidance (these are not to be used day-to-day).

Logo and size

The ERDF logo is placed on assets in the same position as other partner logos. It should, however, be apart from the other logos or at least to the edge.

Email signatures

When endorsing DIT email signatures with ERDF, you do not need to include the logo. Use the DIT template without the logo and add wording to describe the fund and projects you are working on.

Reply DIT signature

Name | Job title | Group |
Department for International Trade | 1 Victoria Street | London SW1H 0ET | Tel: +44 (0)20 7215 XXXX |
E-mail: name.surname@trade.gov.uk

Business cards

Stationery that you use to represent yourself as an employee of DIT should be DIT led branding, including business cards used on a day-to-day basis. GREAT should endorse the back of business cards.

If you are using a business card in conjunction with a project that is specifically funded by ERDF or if an activity is promoting an ERDF funded project, you may add the ERDF logo on the reverse of the card in place of GREAT. This doeas not replace your corporate business card this is purely for use for ERDF funded activities, this version is not to be used day-to-day.

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Core brand assets

Stationery

Corporate stationery

Templates for printed stationery, along with Microsoft Office stationery are available from the marketing resource site at
www.marketingresource.ukti.gov.uk

The template for business cards includes guidelines on their use and alternative versions to show how different logos work together in different configurations.

For both the trade policy teams and Defence & Security teams it is optional to include GREAT branding on the back of business cards.

Foreign & Commonwealth Office (FCO)

Note that any FCO Post logo should retain the same scale by aligning the second line of text with the base of the DIT logo.

For dual languages business cards you place a language on each size and do not use GREAT branding.
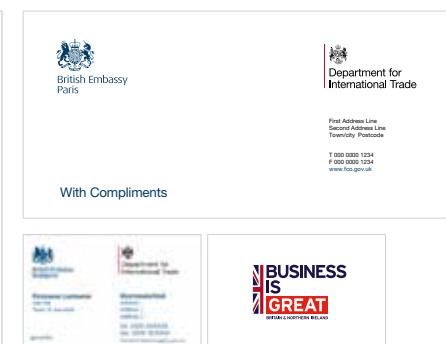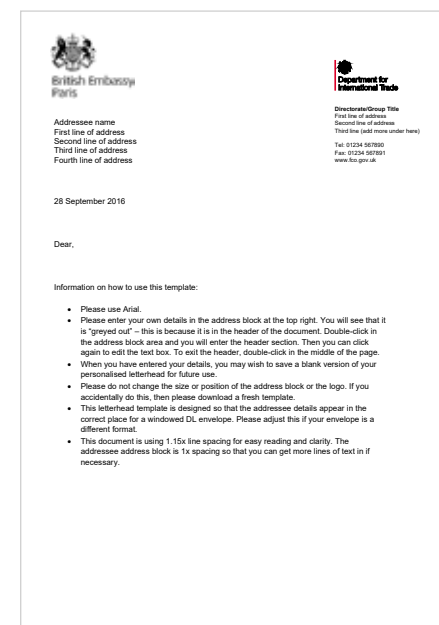
Need help?
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www.marketingresource.ukti.gov.uk

Stationery

Email signature

Emails and email signatures should all use the DIT digital font of Arial.

Email signature
Typeface: Arial Bold
Size: 10-12pt

Email signature body copy
Typeface: Arial Regular
Size: 10-12pt

In DIT we advise staff who contact companies speculatvely not to use imagery on email signatures (including our logo and social media icons) for the following reasons:

• Any images and attachments on emails are filtered by companies and can end up in their junk mail. Only email addresses that appear in the address book will get through (this would be for people you have already been in contact with).

• Email signatures are there to provide core information for someone to contact you and do not get traction for promoting campaigns.

• Using imagery in emails will bump up the file size and this can mean that some companies will not receive it due to their internal filtering processes. If you find this is the case, use the basic layout.

Need help?
E. brand@trade.gsi.gov.uk
www.marketingresource.ukti.gov.uk

On the marketing resource website you will find email signature styles for corporate and campaign emails. All email signatures can be found here.

DIT signature - basic

Name | Job title | Group |
Department for International Trade | 1 Victoria Street | London SW1H 0ET
Tel: +44 (0)20 7215 XXXX | E-mail: name.surname@trade.gov.uk

gov.uk/dit | Export Opportunities | DIT Twitter | Business is GREAT Facebook

*Area to promote activities (Text and hyperlinks only)

Help save paper - do you need to print this email?

DIT signature with logo

Name | Job title | Group |
Department for International Trade | 1 Victoria Street | London SW1H 0ET
Tel: +44 (0)20 7215 XXXX | E-mail: name.surname@trade.gov.uk

gov.uk/dit | Export Opportunities | DIT Twitter | Business is GREAT Facebook

*Area to promote activities (Text and hyperlinks only)

Help save paper - do you need to print this email?

Reply DIT signature

Name | Job title | Group |
Department for International Trade | 1 Victoria Street | London SW1H 0ET | Tel: +44 (0)20 7215 XXXX |
E-mail: name.surname@trade.gov.uk

FCO signature
If your position involves more than 50% FCO work use the signature below.

Name | Job Title | Department for International Trade| British Embassy |Address line 1 |Address line 2
Email: name.surname@fco.gov.uk | Tel: +44 (0)20 7008 xxxx | FTN: xxxx xxxx | www.gov.uk/dit

Word documents

All templates are available from the marketing resource site at www.marketingresource.ukti.gov.uk

Brochure

Do not put partner logos on the front or back cover. Partner logos can appear on the inside front cover with a descriptor.

The logo for another Government Department can appear on the front cover.

Cover

Report title
00.00.0000

Inside front cover

[Insert title]

Lorem ipsum dolor sit amet

Section 1:Section title

Inside page

[Insert title]

Back cover

Report

Cover

[Insert title]

Department for International Trade

Other Government Department Logo

[Insert title]

[Insert sub-title (optional)]

[Insert date of publication or any other additional text]

Inside page

[Insert title]

Document structure and section breaks

Contents table

File information

Images

Troubleshooting

Back cover

Need help?
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www.marketingresource.ukti.gov.uk

Word documents

All templates are available from the marketing resource site at www.marketingresource.ukti.gov.uk

Priomotional flyer

Certificates

Case Study

There is also an InDesign version of the Case study document

Export notices

Agenda

Minutes

Need help?
E. brand@trade.gsi.gov.uk
www.marketingresource.ukti.gov.uk

PowerPoint template

The stacked logo is used throughout the PowerPoint template to allow titles to be displayed in the presentation header. Where possible PowerPoint should be used with minimal text.

There is a separate template for client proposal documents.

Presentation and proposal document templates are available on the marketing resource site at www.marketingresource.ukti. gov.uk

Presentation
PowerPoint template
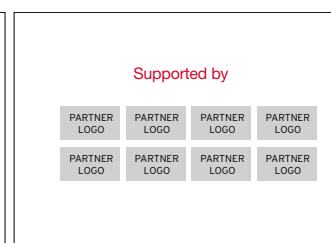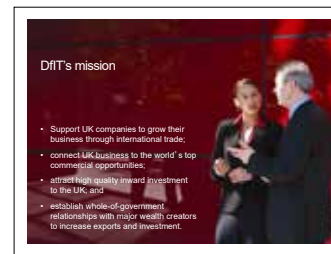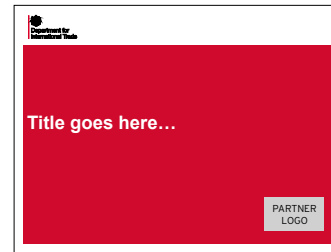
Proposal
PowerPoint template

Need help?
E. brand@trade.gsi.gov.uk
www.marketingresource.ukti.gov.uk
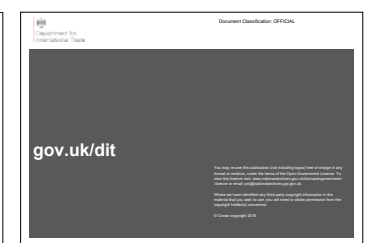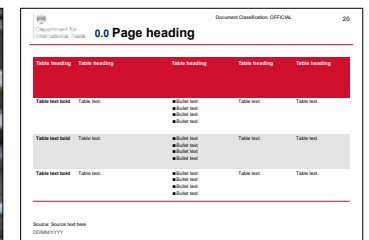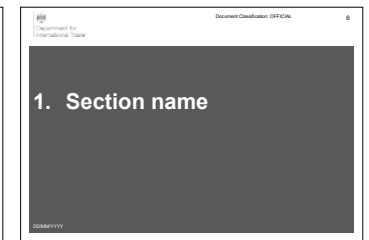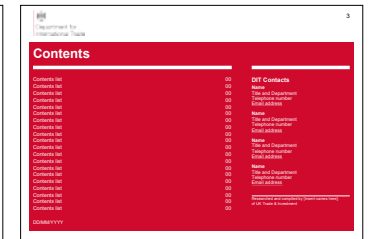
Literature

Brochure covers

Covers use the same layout style for consistency, while there is scope for greater creative freedom on the inside spreads.

- The placement of the logo should always be in the correct size and position for the format of the publication. Other Government Department logos can appear on the front cover of brochures.

- Do not put partner logos on the front or back cover. Partner logos can appear on the inside front cover with a descriptor.

- Images should always be constrained by the margin.

- Headings should be the same size and in FS Lola.

Department for International Trade

Other Government Department Logo

Opportunity Korea

BUSINESS IS GREAT

Department for International Trade

Other Government Department Logo

Building Great Britain

BUSINESS IS GREAT

Inside front cover

[Insert title]

Lorem ipsum dolor sit amet

Partner Logo — Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Partner Logo — Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Partner Logo — Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Partner Logo — Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Brochure back cover

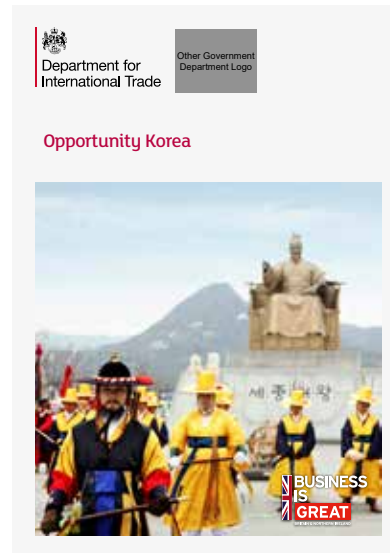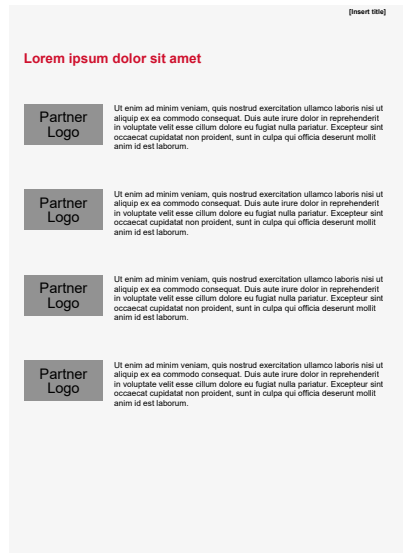The back cover uses the specified grid. For the vertical grid, we have used a three column arrangement as shown here.
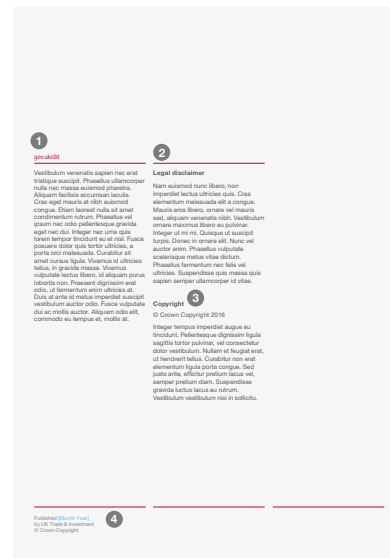
1. **Call to action**
   The URL and corporate boiler plate (Department description)

2. **Legal disclaimer**

3. **Copyright notice**

4. **Footnote**
   A list that includes the publication date, Crown Copyright and a stock code if required

1 gov.uk/dit

Vestibulum venenatis sapien nec erat tristique suscipit. Phasellus ullamcorper nulla nec massa euismod pharetra. Aliquam facilisis accumsan iaculis. Cras eget mauris at nibh euismod congue. Etiam laoreet nulla sit amet condimentum rutrum. Phasellus vel ipsum nec odio pellentesque gravida eget nec dui. Integer nec urna quis lorem tempor tincidunt eu et nisl. Fusce posuere dolor quis tortor ultricies, a porta orci malesuada. Curabitur sit amet cursus ligula. Vivamus id ultricies tellus, in gravida massa. Vivamus vulputate lectus libero, id aliquam purus lobortis non. Praesent dignissim erat odio, ut fermentum enim ultricies at. Duis at ante id metus imperdiet suscipit vestibulum auctor odio. Fusce vulputate dui ac mollis auctor. Aliquam odio elit, commodo eu tempus et, mollis at.

2 Legal disclaimer

Nam euismod nunc libero, non imperdiet lectus ultricies quis. Cras elementum malesuada elit a congue. Mauris eros libero, ornare vel mauris sed, aliquam venenatis nibh. Vestibulum ornare maximus libero eu pulvinar. Integer ut mi mi. Quisque ut suscipit turpis. Donec in ornare elit. Nunc vel auctor enim. Phasellus vulputate scelerisque metus vitae dictum. Phasellus fermentum nec felis vel ultricies. Suspendisse quis massa quis sapien semper ullamcorper id vitae.

3 Copyright
© Crown Copyright 2016

Integer tempus imperdiet augue eu tincidunt. Pellentesque dignissim ligula sagittis tortor pulvinar, vel consectetur dolor vestibulum. Nullam et feugiat erat, ut hendrerit tellus. Curabitur non erat elementum ligula porta congue. Sed justo ante, efficitur pretium lacus vel, semper pretium diam. Suspendisse gravida luctus lacus eu rutrum. Vestibulum vestibulum nisi in sollicitu.

4 Published [Month Year] by UK Trade & Investment © Crown Copyright

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E. brand@trade.gsi.gov.uk
www.marketingresource.ukti.gov.uk

Brochure inside spreads

Literature

Single column and super image
Sub-title goes here

Super giant display text over multiple text lines.

Super giant display text

Single column pull out text olupta pe nusdae et et doluptu repelit, sit init et et officia inumenem. Ximine rumentur aut eum nitatem el ipicidellam, sae apiet elestist, sim amus esequibusae. eatem quiaectio cus molumqu odite mporior erernatum doloribuscit fugitat expeditatem endia nonecat arit ditios ut lab ium intet laceptaquas dolupti nctasi officab illest aut volori nam, to omnistius, sim aut faceatur adit ut utatur asped ea dolo consequo dionemp orumquam, te culparum.

Single column and infographic
Sub-title

City image

Title goes here
Sub-title goes here

Pull out text or quote, ffcianc nimaion everum fuga. Lacit ulparcianda sunt Iam.

Super giant display text

Single column and super image
Sub-title goes here

Two column text page

Super giant display text

Single column and cut out image, olupta pe nusdae et et doluptu repelit, sit init et et officia inumenem. Ximine rumentur aut eum nitatem el ipicidellam, sae apiet elestist, sim amus esequibusae. eatem quiaectio cus molumqu odite mporior ererontum arit ditios ut lab ium intet laceptaquas dolupti nctasi officab illest aut volori nam, to omnistius, sim aut faceatur adit ut utatur asped ea dolo consequo dionemp orumquam, te culparum re voluptatus.

Single column title can run over two lines
Single column title

Title goes here
Secondary text line can go here across multiple lines

Two column text page

Lots of information

Three column page
Two column text page

15% 25%

4.8%

8.9% 6.9%

Super giant display text

Single column page
Sub-title goes here

12,000 SME's
13,428 projects

Bold title

Three column page
Two column text page

Key Title
● Key Title 1
● Key Title 2
● Key Title 3
● Key Title 4

44
32
20
4

Pull out text or quote, ffcianc nimaion everum fuga. Lacit ulparcianda sunt Iam.Simet ipsus nus diciaeceat oditatus aut et repudignis

Pull out text or quote, ffcianc nimaion everum fuga. Lacit ulparcianda sunt Iam Simet ipsus nus diciaeceat oditatus aut et repudignis

Need help?
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www.marketingresource.ukti.gov.uk

Literature

Case study – InDesign version

Here is an example of an A4 two-page case study. We have used a three column arrangement as shown here. There is also a Word version of the Case Study document.
The templates for case studies are available from the marketing resource site at www.marketingresource.ukti.gov.uk

Printed Invitations – InDesign version

Create a DIT invitation using DIT guidelines. Include sponsors' logos with a descriptor in a line at the bottom of the design.

Position the GREAT logo with pillar and flag lock-up bottom right as shown. This also applies to single-sided invitations.

See page 29 for digital version.

Need help?
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www.marketingresource.ukti.gov.uk

Digital

Digital

Email invite and digital e-newsletter

Templates are available from the marketing resource site at
www.marketingresource.ukti.gov.uk
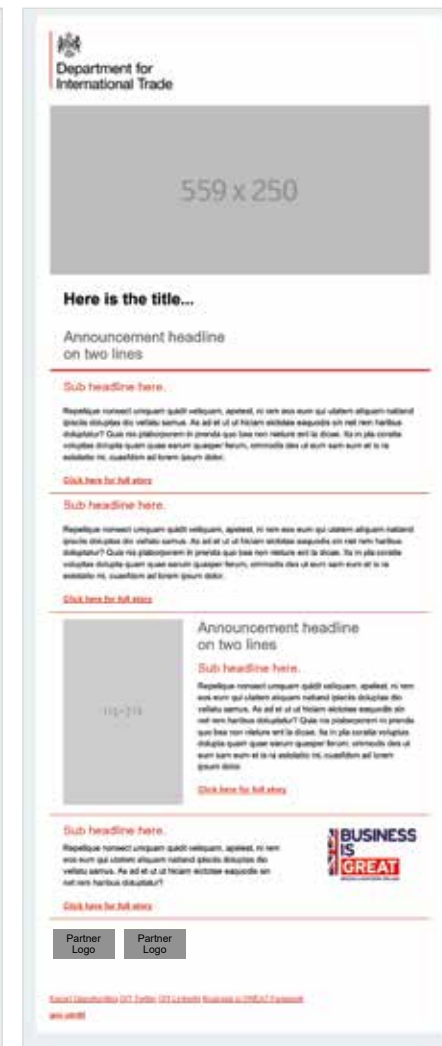
Need help?
E. brand@trade.gsi.gov.uk
www.marketingresource.ukti.gov.uk

Social media and online banners

If at all possible do not put partner branding on digital assets. Due to small size of asset, they should be mentioned in the feed or post.

Social post
1600X800px
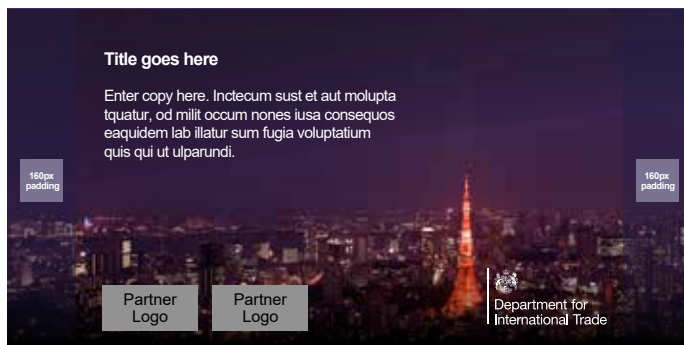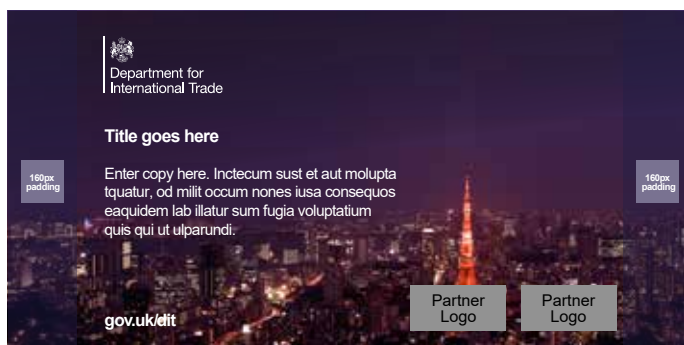
Online and social media

When using the DIT identity within social media a gravatar has been created for optimum use at restricted pixel sizes. It must always have the wording 'Department for International Trade' or DIT if space is limited clearly next to it.
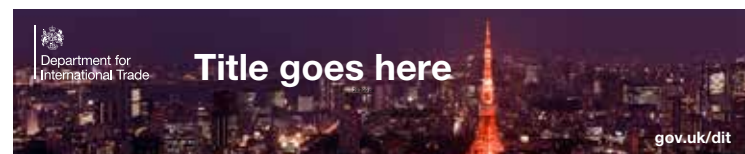
Leaderboard
728x90 pixels

MPU
300x250 pixels

Skycraper format
120x600 pixels

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www.marketingresource.ukti.gov.uk

Video

The guidance applies both to videos you commission from professional video production companies and those you might want to shoot and edit yourself.

Planning
Before you start making any video, you need to ask yourself a few questions:

- Why are you making a video? Who will be the target audience? What are your communication objectives – and is there a better or more cost effective way to fulfil them?

- Once the video has been made, there are still a number of things to manage. How are you going to use it? How you going to get it in front of the target audience? How much will that cost?

- If you're making the video yourself, are you confident you have the resources to record images and sound of adequate quality?

- Again, if you're doing it yourself – do you have the resources to edit the material you film? Filming is the easy bit; the difficult part is turning that raw material into something concise that successfully gets your message across.

- Money and time are important when making a video. Make sure you have factored in enough of both when planning and producing your content.

Caption styles

Caption style

Caption style

Caption style

Caption style

End frame

1.
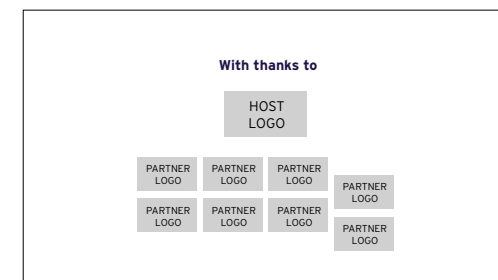
2.

Do not place a partner logo on the same frame as the DIT branding.

Need help?
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www.marketingresource.ukti.gov.uk

Events

Events branding

Name badges

DIT

Department for
International Trade

Name
Department
Job title

DIT with flag

Name
Department
Job title

Department for
International Trade
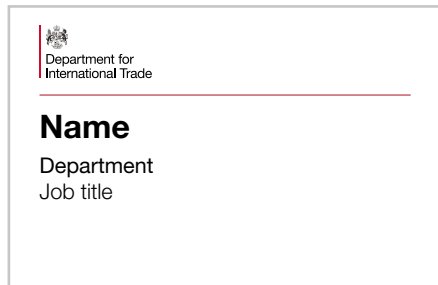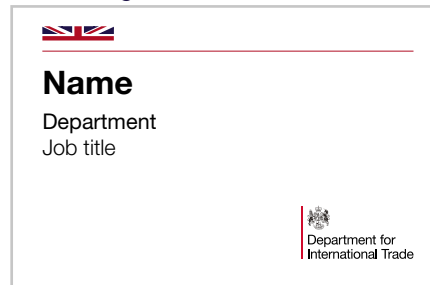
Media boards

DIT
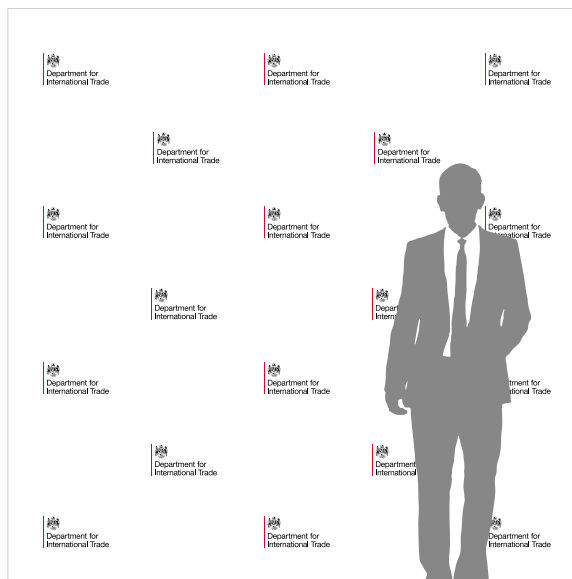
DIT and GREAT
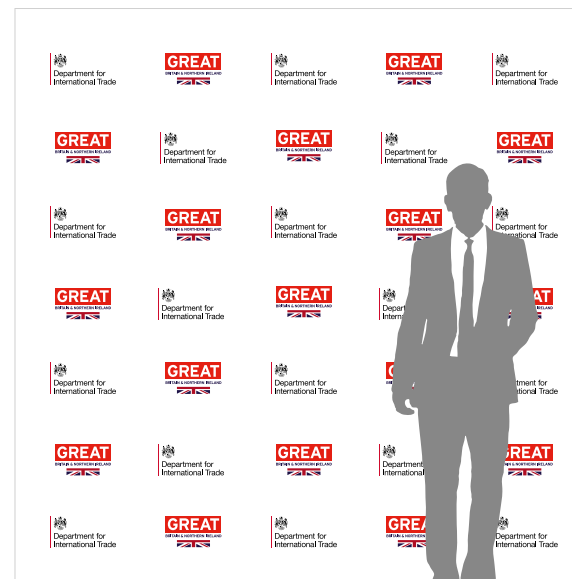
DIT and partner logo
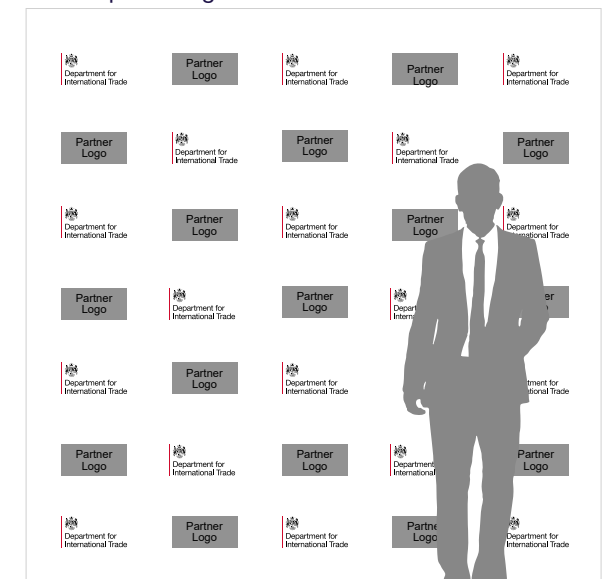
Need help?
E. brand@trade.gsi.gov.uk
www.marketingresource.ukti.gov.uk

Pull-up banner and directional signage

Here are some ideas of how to apply the DIT masterbrand design elements to pull-up banners for use at an exhibition or event.

The examples shown here are made up of the following design elements:

- the DIT masterbrand logo top left using a maximum of one-quarter of the overall width
- headline
- call to action
- URL

Events branding

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www.marketingresource.ukti.gov.uk

DIT logo

Department for
International Trade

Delegates

〈

Event name → **Trade Conference 2016**

Partner logo with descriptor → Partner Logo

GREAT logo with flag lock-up

Department for
International Trade

Other Government Department Logo

Your global ambition, our knowledge

If you're looking to expand overseas, we can give you valuable advice and market insights to help you succeed. As well as the support network to make the most of it.

gov.uk/dit

Partner Logo   Partner Logo   Partner Logo

Department for
International Trade

Turkey

Aviation
Scoping Report

09.06 —
05.07 2016

Em sincima doles magnis inciates
sum siminih icitatem

—

gov.uk/dit

Event partner board and backdrop

Events branding

Backdrop

Pop up

Need help?
E. brand@trade.gsi.gov.uk
www.marketingresource.ukti.gov.uk

Stage backdrop

Events branding

DIT corporate PowerPoint
template holding slide

DIT logo
Event name

DIT logo
Event name
Sponsor logo

Department for
International Trade

Welcome
Trade Conference 2016

Partner
Logo

Trade
Conference
2016

Trade
Conference
2016

Department for
International Trade

Department for
International Trade

Department for
International Trade

Department for
International Trade

Partner
Logo

Partner
Logo

Partner
Logo

GREAT
BRITAIN & NORTHERN IRELAND

GREAT
BRITAIN & NORTHERN IRELAND

DIT logo

GREAT logo

Backdrops - basic
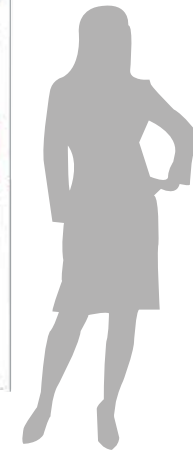
Events branding

Need help?
E. brand@trade.gsi.gov.uk
www.marketingresource.ukti.gov.uk

Merchandise

Cabinet Office mandates that Government cannot create promotional items.

We realise that some events require support material to successfully deliver the activity. This should be agreed as part of the business case process.

Key principles are:

- Only create material that is functional e.g. pens, note pads, USB sticks

- When corporate gifts are needed you are only allowed to use UK products e.g. a Royal Mint coin or Tregothnan Tea. These have to be approved by the Brand Team.

- There may be instances where you feel something bespoke is needed.

Here are some suggestions for how to apply the DIT logo to promotional merchandise. We recommend using only DIT red and black and no accent colours. For items already coloured, such as bags, use the logo in white only.

Where possible please apply the logo to the top left-hand side of the item, although we recognise this will not always be possible.

Always ensure that your products are environmentally sourced and made in the UK.

If you have any questions please contact: brand@trade.gsi.gov.uk
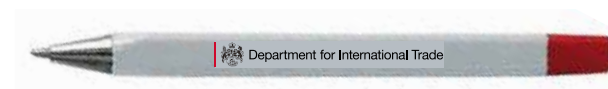
Need help?
E. brand@trade.gsi.gov.uk
www.marketingresource.ukti.gov.uk

Appendix

Principles

DIT literature pieces have been designed to engage audiences and promote the UK in overseas markets.

There are seven key principles that must be adhered to:

1. The grid
2. First hanging line
3. Second hanging line
4. DIT colour palette
5. Typography
6. Cover
7. Back page

The grid

The grid is one of the most basic elements. Three grids have been established (A4, A5 and DL).

The margins are built using the width of the crest as specified on page 3.

These templates can be downloaded at www.marketingresource.ukti.gov.uk

The first hanging line

The first hanging line is where the content falls from, this will be images on covers and headers on internal pages.

The position of the hanging line is determined by the exclusion zone of a translated logo. This ensures consistency can be achieved across all applications.

The second hanging line

The second hanging line is where the rest of the content begins (body copy, captions, quotes, etc). The position can vary to suit the nature and design of the publication. However, the position must remain consistent throughout the publication.

The examples show how this rule (blue line) is applied in A4 publications. The same principle can also be applied in any other format.

The minimum distance between the first hanging line and the second hanging line must exceed 17mm.
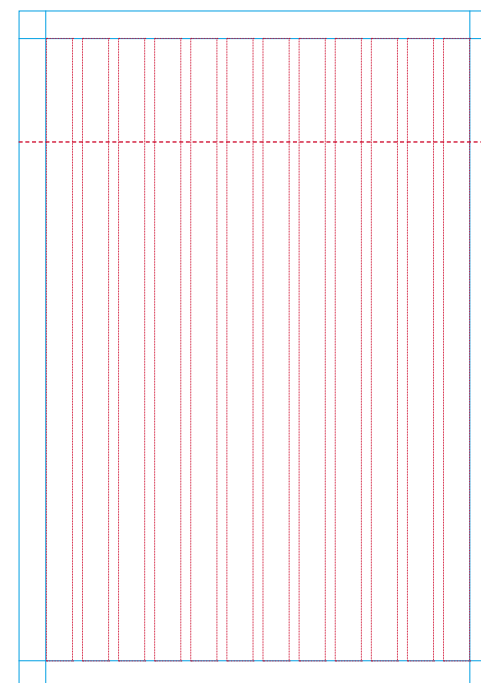
First hanging line

A3 literature

Specifications	
Logo crest size	12mm
1st hanging line	78mm
Margin	12mm

A4 literature

Specifications	
Logo crest size	12mm
1st hanging line	55mm
Margin	12mm
Columns	12
Gutter	4mm

A5 literature

Specifications	
Logo crest size	10mm
1st hanging line	41mm
Margin	10mm
Columns	5
Gutter	4mm

A6 literature

Specifications	
Logo crest size	8mm
1st hanging line	37.5mm
Margin	8mm
Columns	4
Gutter	4mm

DL literature

Specifications	
Logo crest size	8mm
1st hanging line	37.5mm
Margin	8mm

Need help?
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www.marketingresource.ukti.gov.uk

We recommend following the paragraph styles specified on this page. They have been created for an A4 Size, however they can also be applied to A5 and DL formats.

Need help?
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www.marketingresource.ukti.gov.uk

Folio
Font family
Helvetica Neue Pro LT
Font style Bold/Roman
Size 9.5 pt
Leading 11 pt
Colour Black

Titles
Font family
FS Lola
Font style Medium
Size 14 pt
Leading 15 pt
Kerning Optical
Tracking -20
Colour DIT Red

Body copy
Font family
Helvetica Neue Pro LT
Font style Roman
Size 9.5 pt
Leading 11 pt
Kerning Optical
Tracking -10 (-20 to +0)
Ligatures Yes
Colour Black 80%

Indents & spacing
Space before 2.117 mm

Bullet points
Left indent +4
First line indent -4

Web addresses
Colour DITRed

Improving your Business Communications

Overcoming language and cultural barriers in business: a guide for exporters

01

What is an international communications strategy?

A good international communications strategy consists of a set of procedures for dealing with language and cultural barriers as they arise. It is developed through co-ordinating different solutions to meet your export objectives. Solutions may involve resources (e.g. recruitment), training (e.g. language training), cultural awareness or adopting an international mindset within the business. The use of language service providers is a key element of developing an international communications strategy, but by no means the only one.

gov.uk/ukti

Once you have identified the language and cultural barriers your company is experiencing, or might experience as your exports develop further, the next step will be to plan strategies to help your company. You may need to translate promotional documents, internationalise your website, get new

solutions for different situations
• Knowing how and when to bring in professional language or cultural service providers.

Developing and implementing an international communications strategy will help you to break into new markets and to penetrate more deeply into existing markets, rather than just relying on trade with the English-speaking world. Adapting your materials shows that you are respectful of language and cultural differences and are committed to working with a particular market or customer in the long term.

An international communications strategy means:

• Recognising the company will face communication barriers at many different levels and that an integrated communications approach is needed.
• Communicating with international customers in the right way – being

Commissioning photography

All images produced for DIT will need to be suitable for the image library even if commissioned for a specific purpose. Shoots will often be of cities, which this section describes in detail, but may also be of manufacturing facilities and office locations. The same principles will apply.

Forms for the photographer and permissions are on the marketing resource site, www.marketingresource.ukti.gov.uk

Photographers requirements

- The photographer must thoroughly read the image requirements along with the contract and all the associated appendices. The photographer must ensure that he/she has a complete understanding of their obligations and must come back to the marketing contact in advance of the shoot with any questions.

- The photographer must ensure that all relevant permissions including model release, property release and brand owner permission forms are signed and returned with the images.

- The photographer must complete the photo shoot and finish the final retouching of the photos as agreed in the contract.

- After the final selection of photos by DIT, the photographer should edit and submit the images according to the contract and 'image requirements' stated above.

- The photographer should present the official letter issued by DIT demonstrating the duties of the selected photographer to the company/property/Government before the photo shoot begins.
The photographer must take the advice of the DIT staff for the recommended list of locations and must shoot the images according to the contract.

Image requirements

- Number of images required: All images taken during the shoot are the property of DIT: a minimum of 100 usable images should be produced during every commissioned 'day' of the shoot. A successful shoot would consist of 5 to 6 different locations and/or set ups.

- Submitted images must follow all the requirements listed in the minimum acceptance standards guidance.

- Submitted images must follow the corporate style.

- The images must represent the city (or subject) from a wide perspective (including city life, the local culture and heritage, daily activities of the local people) as well as business imagery.

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www.marketingresource.ukti.gov.uk

- Images should be shot with as much variety as possible to allow designers to incorporate these images into different tones and styles of application as well as other business channels. Use different techniques to create a good range of shots including:

  - Make the lighting as natural as possible using available light, where possible. If using a flash make it look natural and not artificial.

  - Ensure you get landscape and portrait shots of each angle as well as both wide and close up.

  - Shoot some images with blank space around the subject to allow for text over the image.

  - Both day and night-time images are required.

  - Record the details of all submitted images according to the metadata information guidance.

- All image submissions need to be uploaded to www.marketingresource.ukti.gov.uk Once the images are uploaded, the marketing resource site can be used for captioning and key wording as an alternative to using your own software package if required.

- A full set of suitable images taken during the shoot must be submitted to the DIT, as high resolution colour corrected JPEGS, for consideration. The DIT appointed image library administrators will make the final selection for inclusion in the library.

- The copy of the original high resolution raw files, in either tif or raw format should also be sent to the DIT image library administrators on completion of the shoot.

Minimum acceptance standards guidance

Images will only be accepted if they conform to the following criteria:

- Jpegs with compression at quality level 12

- Minimum resolution is 300dpi or above

- Files should be in excess of 25MB - please DO NOT interpolate files

- Colour space - Adobe RGB (1998)

- Files should be 8 bit

- Images should be checked at 100% for quality

- Images should be colour corrected

- Images should be unsharpened

- Appropriate metadata should have been added (see Metadata information).

Metadata information guidance

All images for inclusion in the library must have adequate and accurate metadata. This should be added to the relevant fields in your appropriate software package before submission.

You can use the metatagging features incorporated into the marketing resource site to add/amend the relevant metatags (www.marketingresource.ukti.gov.uk).

It is very important to put down 'Crown Copyright' under Copyright Notice.

Guidance when updating fields in Marketing Resource Centre

Document Title: The subject of the image (one line only)

Caption/Description: A brief description about the image

Author/ Description writer: Your name

Author Title: Photographer

Keywords: Put down keywords related to the image e.g. the place, country and city where the image was taken. Think of keywords in terms of finding the image and the search terms you would use if you wanted to find it.

Copyright status: Copyrighted

Copyright notice: Crown Copyright

Copyright into URL: www.marketingresource.ukti.gov.uk

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Here are a few considerations to bear in mind when you are writing a photoshoot brief or choosing stock images.

Visit the DIT image library at:
www.marketingresource.ukti.gov.uk

If you are using a photographer, have they agreed to sign usage rights over to the Crown?

Are your images credible?

Do they portray real people in the real world?

Do they avoid looking fake, posed or clichéd?

Are your images free from any over-stylised treatments, filters, effects and colouration that would bring into question the credibility of the shot?

Have you made sure you have release forms from the people you are prominently featuring?

For architectural photographs, have you made the most of the dynamic lines or shape and form of the structure?

Have you thought about the frame and crop of your composition?

For locations, have you captured the spirit of the place?

Have you ensured the locations are relevant to a business audience?

Have you made sure you have release forms for any property you are prominently featuring?

For objects have you made the most of light, reflections shape and form of your subject?

Does the photograph make the most of the natural beauty of the object?

Has your white cut-out photograph been shot in a studio on a white base?

Does the light look natural?

Is the quality good enough?

Are they at least 300dpi for print, and the actual size required?

Are they sharp enough for use online?

Commissioning a video

Every video DIT produces must have a real need and a clear end use. Whether you're commissioning an agency, using the in-house Video Production Unit or doing it yourself, think about the following:

• Does something already exist that you can use either as is or with minor revisions? Check the MRC.

• Do you have the time and budget to make something effective that reflects the high values of the brand?

• What is the purpose of the video – what are your communication objectives?

• What is your 'media plan' for the finished video - how will you use it to maximum effect? This is as important as what goes into it.

Identifying DIT productions

Font

For any captions or titles, always use DIT's approved fonts: Helvetica Neu, Arial or FS Lola.

The logo

If you want to use the DIT logo as part of the title page or within the video, this can be found on the marketing resource centre.

End branding

Your video should end with the relevant GREAT pillar, plus an ownership statement in the format Department for International Trade © Crown Copyright (year) which should be small and positioned bottom of frame, centred. There must be no further image or caption after this.

The DIT Video Production Unit

There is no obligation to use the Video Production Unit, but it provides a high-quality, cost-effective resource. It has its own equipment including a fully equipped, digital post-production suite and can handle the entire project, from scriptwriting, through all the necessary filming and post-production, right down to the finished master.

The Video Production Unit is a centre of expertise and free professional advice, so if you have any questions or need help with an externally commissioned project, please contact Mick Rawson at mick.rawson@trade.gsi.gov.uk.

Crown Copyright

Material produced by DIT employees in the course of their duties is protected by Crown Copyright. When commissioning videos or photography, please tell the supplier - in advance - that all the rights to the material they are producing will be Crown Copyright.

This means no one can use the raw material or finished product for any purpose unless given permission. However, normal practice is that while this is the property of the commissioner to do with as they wish, the supplier can use the finished video, or parts of it, to promote their skills to potential customers.

You should also make it clear that DIT will want the raw material for future productions. When the project is complete, this should be supplied on a USB stick or hard drive for no extra cost.

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