

Summary Brand

Guidelines

These guidelines contain a summary of each element of the CFO brand guidelines. This document should be used during the mobilisation period between May 2024 and August 2024.   
Full guidelines will be shared with providers in June 2024.

If you are unsure of any elements, please contact your contract performance manager, or email [CFO-communications@justice.gov.uk](mailto:CFO-communications@justice.gov.uk)

Guidelines

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# Brand overview

CFO know that people with strong foundations in place to make a success of their lives are less likely to reoffend. CFO programmes are aimed at addressing barriers via appropriate support mechanisms tailored to individual needs and reducing re-offending.

Key to CFO’s success is the pro-active marketing that promotes the outcomes of CFO to encourage current and future participants to engage with the programme.   
CFO is recognised as being responsive to the needs of participants, particularly those that don’t generally engage with mainstream services or may be more vulnerable to reoffending. We want CFO delivery sites to be recognised as safe spaces for participants.

# Logo placement

CFO logos have been created to provide brand continuation and aid public recognition of CFO services following changes in funding and following the award of the CFO Evolution contract.

The CFO logos are mandated to be used by all CFO providers beginning in the mobilisation phase and through contract delivery.

All products with the CFO logo on must be cleared in advance by CFO communication ([CFO-communications@justice.gov.uk](mailto:CFO-communications@justice.gov.uk)) who can also answer any queries you might have. You may only use the CFO logo in relation to the service you provide, and you must not use HMPPS or MoJ logos in any materials.

## Master Logo

This is the CFO Evolution logo and must never be altered. This logo must be used as supplied in its entirety and not altered, stretched, or distorted in any way.

A logo with black letters and green triangles

Description automatically generated

## Colour version

These logos should be used instead of the master logo if more appropriate because of the content or design considerations. The colours are:

Purple: pantone 7651C

Teal: pantone 7545C

Sand: pantone 7509C

A logo with green and purple letters

Description automatically generatedA logo with green triangles

Description automatically generatedA logo with green triangles

Description automatically generated

## Colours

Our colour palette is integral to the delivery of the CFO brand across all touchpoints. Both digitally and in print, our colours should represent consistency, strength, knowledge, stability, and practicality.

The CFO colours are split into primary (top line), and secondary (bottom line). Providers can choose to work with either the CFO purple and sand colours primary colours or teal and sand colour, with any secondary colours.

A group of circles with numbers

Description automatically generated  
CFO also have a range of colour tints that can be used to draw attention, highlight, or alert readers.

All colour codes can be matched to paint brands. Please email [CFO-communications@justice.gov.uk](mailto:CFO-communications@justice.gov.uk) for more information.

Further information can be found in the CFO brand guidelines which will be sent to providers in June 2024.

# Language and Tone of Voice

Every word is a chance for us to make a connection with someone, change their experience of the criminal justice system and even save lives – if that sounds unrealistic, why not have a look at some of the testimonials from previous CFO participants to see how we did just that.

This is not a set of rules, we want to make sure that whoever picks up something that is written about CFO, no matter who wrote it, the person reading it feels like it comes from someone that cares about their successes and the people that wrote it share the same values.

**Tone in a nutshell:**

* We use the language our audience use, and make our offer as clear as we can
* We are transparent about what we do and why we do it
* We are inclusive, we support you and will deliver what we say we will
* We are friendly and there will always be a face to CFO service

CFO communications will be positive, ambitious, and focused on supporting the **individual** reading it.

**Our language**

CFO use the kind of language you’d use if you were talking with the person that you’re writing to and avoid formal language. The best way to check this is to read aloud what you have written and think about is it something you would actually say to someone accessing CFO services? Here are some tips to make your writing more accessible.

* Use more verbs and fewer nouns
  + Rather than, your support worker takes you through the enrolment process and onboard you to the CFO Evolution programme
    - We will ask you some questions to make sure we can get you the support you have asked for
* Know your audience –
* CFO will always be precise about what they mean, and will always explain to people who are unfamiliar about the subject
  + CFO know their audiences, and adapt their written communications to best suit the people that are reading it

Further information can be found in the tone of voice guidelines.

# Marketing and Publicity of the CFO programme

All marketing and publicity materials to be distributed externally must be approved by submission by sending to cfo-communications@justice.gov.uk and await sign off from the appropriate CPM prior to circulation.

In addition, any media releases (e.g. articles in the local newspaper) must be submitted to [cfo-communications@justice.gov.uk](mailto:cfo-communications@justice.gov.uk) with a minimum 2-week lead time, as media articles require sign off from the MoJ.   
  
The name CFO Evolution should not be shortened in any public facing materials.

## All materials

All supply chain partners must ensure that any printed materials are compliant and include the following strapline. All materials should be branded as CFO and **not** as the provider to aid public recognition and provide brand continuation for participants.

In addition, all materials should include:

The CFO Evolution \*Wing or location name\* is delivered by the HMPPS CFO programme. To learn more about the work of HMPPS CFO please visit CreatingFutureOpportunities.gov.uk.   
  
Templates for posters, leaflets, and pop-up banners as well as colour palates can be shared with providers if required. Providers can also create their own marketing materials for appropriate sign off.

All provider materials must ensure:

* High contract / easy accessibility
* Include the strapline ‘Delivered by HMPPS CFO. To learn more about the work of HMPPS CFO please visit CreatingFutureOpportunities.gov.uk’
* Must be clear that the activity / event / course / support is the CFO programme. Provider logos should not be used.
* Use clear, easy to read font – materials aimed at participants must not have a reading age higher than 14
* Privacy of participants must be always ensured, no names, photographs, or identifiable features

## Online – website

All supply chain partners must ensure their website is compliant for CFO audit purposes, the requirements for compliance are:

* CFO logo
* CFO can’t be smaller than any other logo on the page
* Use of the CFO Strapline “Delivered by HMPPS Creating Future Opportunities” or approved wording:

The CFO Evolution \*Wing or location name\* is delivered by the HMPPS CFO programme. To learn more about the work of HMPPS CFO please visit CreatingFutureOpportunities.gov.uk.   
  
Explanation of links to provider (e.g., projects working on together)

Website compliance checks are carried out monthly, and notification of compliance/changes required will be fed back through the prime provider.

Further details will be shared in the CFO Marketing and Publicity Guidelines which will be shared in June 2024.

## Online – social media

Full social media guidelines will be shared in June 2024. All social media channels used for promoting the CFO programme must include:

* CFO logo
* CFO delivery area
* Contact details of how to refer
* Posts
  + When writing, use hashtags #CFO or #CFOEvolution, add in a location where possible
  + Must be clear that the activity is part of the CFO programme, not a project run by a third party
* Imagery
  + Participants should not be photographed unless fully consented and confirmed with Probation Practitioner

Further details will be shared in the CFO Social Media Guidelines which will be shared in June 2024.

## External Media

In addition, any media releases (e.g. articles in the local newspaper) must be submitted to [cfo-communications@justice.gov.uk](mailto:cfo-communications@justice.gov.uk) with a minimum 2-week lead time, as media article require sign off from the MoJ.

All pieces must be checked for compliance by the CFO Contract Management Team and must include:

Ensure there is a strong link to how this activity / story links to reducing re-offending

Describe any partnership working with local probation / prison or CRS provision / Regional Employers / other sectors.

Not to be seen as ‘special’ treatment of ex-offenders (if there is a strong link to how this will reduce reoffending this should cover this)

Anything that identifies a participant, must also be flagged with their Probation Practitioner, to clear the story to ensure there isn’t any harm caused to their victim

Further details will be shared in the CFO Marketing and Publicity Guidelines in June 2024.

# Language

Materials aimed at participants must have a reading age of 14 or lower. CFO use the kind of language you’d use if you were talking with the person that you’re writing to and avoid formal language. The best way to check this is to read aloud what you have written and think about is it something you would actually say to someone accessing CFO services?

Further details will be shared in the CFO Accessibility Guidelines and the CFO Tone of Voice Guidelines

# Imagery

All providers will be required to share images / video of delivery setting to support awareness of their offer and will be requested to provide imagery to support activities that are used to promote the offer.

Further details will be shared in the CFO Marketing and Publicity Guidelines.

## Participants

Participants should not be photographed unless full consented and confirmed with Probation Practitioner / Custody Offender Manager.

Further details will be shared in the CFO Marketing and Publicity Guidelines in June 2024.

# Email signatures

To ensure consistency across the CFO programme, email signatures must conform to the following standard format on all provider email correspondence. Please ensure that the same formatting is applied to individual and functional mailboxes.

Provider should not use any HMPPS or MoJ logos in their email signature, and when emailing from a justice.gov.uk email account it must be clear that Providers are not Justice staff but delivering services.

|  |  |
| --- | --- |
| A purple and green logo  Description automatically generated | **Name** |
| Job Title |
| **CFO Evolution Programme** |
| CFO Region e.g. North West |
| [Email@email.co.uk](mailto:Email@email.co.uk) or email@justice.gov.uk |
| Space for Provider logos, must not be bigger than CFO logo and must not include HMPPS or MoJ logos | Speaker phone with solid fill 0111 111 1111 |
| Map with pin with solid fillDelivery Address |
| Delivery Address Delivery Address |
| Internet outline[CreatingFutureOpportunities.gov.uk](https://www.creatingfutureopportunities.gov.uk/) |
| Provider, delivering CFO programme in the \*North West Region\* |

Any extra icons or logos to be added to your signature must be positioned in the space below the CFO logo and must be no bigger in size than the CFO logo.

# Clothing / Uniform

All CFO provider staff are expected to dress appropriately for their working environment. All clothing and accessories should suit the work they are undertaking, and where required be health and safety compliant.

When representing CFO in an official capacity provider staff should make effort to maintain an appropriate professional image. Contract Performance Managers may, following a consultation with providers, establish minimum standards of dress, particularly for roles that are participant facing.

Clothing, anybody art or piercings, and any badge or token worn in support of a charity or other organisation must be decent, consistent with requirement for CFO staff to be impartial in their dealing with people in custody or on probation, or members of the public.

## Provider issued clothing or uniform.

Providers may offer a standardised polo shirt for provider staff where appropriate. Polos **must not be in the following colours: white, black, navy, grey.** Providers are not permitted to use the HMPPS logo and must have the CFO logo on the left breast and provider logo only on one, or both arms. All provider issued clothing or uniform must be submitted to their Contract Performance Manager before purchasing to ensure it is compliant.

## Lanyards and Identity

All staff working directly with participants should wear a CFO lanyard only with a badge that identifies them by name and role. Provider staff should not wear lanyards that are not CFO issued.