

***SHARP***

Identity Guidelines



November 2007

## ***SHARP – THE HELMET SAFETY SCHEME***

Established in 2007, SHARP provides consumers with an independent assessment of the safety performance of motorcycle helmets sold in the UK.

SHARP is a safety rating for motorcycle helmets which enables riders to more easily select a helmet which matches their needs.

Laboratory tests show there are real differences in the safety performance of motorcycle helmets available in the market. While they all satisfy the minimum legal requirements, providing objective advice concerning the level of protection a safety helmet provides will assist riders when making this very important buying decision.

## ***INTRODUCTION***

To help ensure that SHARP's visual identity and ratings are used in an appropriate and consistent way the following guidelines have been produced. Adherence to these guidelines will avoid the improper and misleading use of the SHARP visual device and ratings, which could lead to loss of their credibility.

These guidelines are effective immediately and apply to the use of SHARP's visual device and ratings across all marketing and communications activity.

## ***WHY THIS DOCUMENT IS IMPORTANT***

The way we express ourselves visually – from the design of our image through to the words and imagery we use – helps people to understand the SHARP message. Consistency in the application of our visual identity is key to the campaign's success. Maintaining the 'look and feel' of all communications will help to give SHARP a distinctive and easily recognised mark.

This document explains how the basic elements of SHARP's visual identity should be used.

### **FURTHER INFORMATION CAN BE OBTAINED FROM:**

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## ***USAGE***

Please remember, SHARP's visual identity may only be used on information material that is directly related to the work, protocols, tests, results and ratings of the SHARP programme.

There should be no suggestion that any other tests carried out on behalf of manufacturers or other organisations, however similar to SHARP tests, indicate the performance or rating that would be achieved in an official SHARP test. The SHARP visual identity should not be associated with any such tests.

The SHARP visual identity and ratings shall not be associated with any product, service or equipment that has not been directly assessed by SHARP.

SHARP's visual identity or rating shall not be displayed in any way that could mislead the reader into thinking that it might relate to any aspect or feature that is not part of SHARP's assessment.

Misuse of the SHARP visual identity or rating in such a way that it could mislead the consumer as to the performance or suitability of a product, service or equipment may result in action being taken.

# ***USAGE***

## **VISUAL DEVICE**

SHARP does not allow the use of its visual device for any other product or service that is unrelated to its testing programme.

The SHARP visual device cannot be displayed in relation to the safety of other products or safety features that are not part of the SHARP programme and which have not been tested by SHARP. Any other tests carried out by manufacturers or other organisations however similar to SHARP tests, must not display the SHARP visual device.

## **THE STAR RATINGS**

The SHARP star ratings can only be used where reference is made to the helmet model that has been assessed by SHARP or to the particular variant tested by SHARP.

# USAGE

## **MARKETING MATERIAL AND MEDIA**

The use of test results in published marketing information, advertising material and articles can only take place once SHARP has officially published the test results in 2008. If the results of SHARP tests are to be used in an advertisement (print, web or TV) then the SHARP visual identity and ratings should be placed in close proximity to the results so that it is clear that the visual device relates to SHARP and its testing programme and not to the contents of the entire advertisement.

The SHARP ratings and visual device should not be displayed in close proximity to any kind of product information (safety related equipment not assessed by SHARP, accessories, styling options, etc.) that might create a false understanding by the consumer that SHARP has endorsed or supports that product in any way. The SHARP visual device must be displayed on or next to the information related to SHARP.

## **EXTERNAL WEBSITES**

If SHARP information is to be displayed on a website, then the SHARP visual device should be clearly indicated next to the information, with a clickable link to the SHARP website [www.direct.gov.uk/sharp](http://www.direct.gov.uk/sharp).

Where possible, the following background text should be displayed:

*Established in 2007, SHARP provides consumers with an independent assessment of the safety performance of some of the most popular helmets sold in the UK.*

# OUR VISUAL DEVICE

Wherever possible, the Pantone version of the SHARP visual device should be used. If the background is too dark and is likely to impair the visual strength of the identity, the white-out version should be used. A black version is available for use on single colour publications.

Our visual device has more impact if it is given space to breathe. To ensure SHARP is seen clearly it should be surrounded by the area of space indicated at all times. The space should be clear of text, other logos, graphics or images. This applies to using the SHARP visual device on any background.

The SHARP visual device is available in a variety of formats: TIFF, JPEG and EPS, together with GIFs for online use.

To make things easier we have determined fixed heights for typical A formats. The minimum size for the SHARP visual device is 25mm wide.

A6	A5	A4	A3	A2	A1
25mm	35mm	50mm	70mm	100mm	140mm

Wherever possible SHARP should appear in the top left-hand corner of the page.

# DO NOT ADJUST THE SHARP VISUAL DEVICE

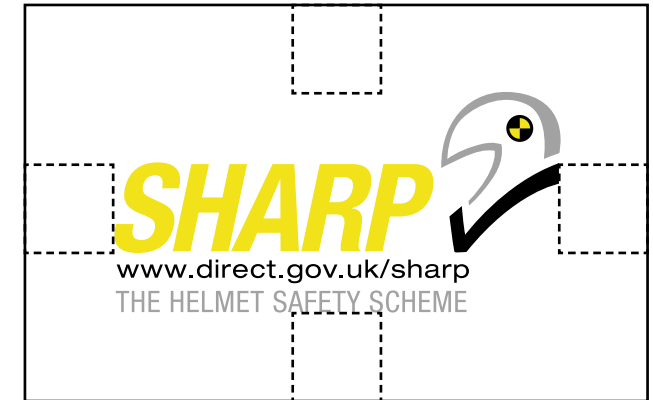
If our identity is to be widely recognised then consistency of presentation is imperative.

**1 DO NOT** move or adjust any of the elements.

**2 DO NOT** use different colours from those specified in this guide.

**3 DO NOT** skew or tilt any of the elements.

**4 DO NOT** print onto a background that might impair clarity, use a white-out version instead.



Indicating area of clear space



Minimum size 25mm



# THE STAR SYSTEM

SHARP will rate helmets from 1-5 stars dependent on how well they fare in the test lab. This new scheme will make the UK a world leader in motorcycle helmet safety – nothing like it exists elsewhere...

The three different versions of the SHARP visual device including the one to five star ratings are available in a variety of formats: TIFF, JPEG and EPS, together with GIFs for online use.

To make things easier we have determined fixed heights for typical A formats. The minimum size for the SHARP visual device is 25mm wide.

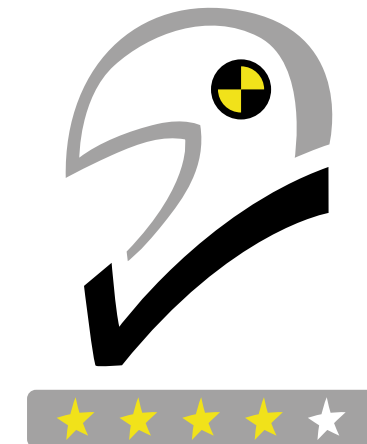
A6	A5	A4	A3	A2	A1
25mm	35mm	50mm	70mm	100mm	140mm

Wherever possible SHARP should appear in the top left-hand corner of the page.

## DO NOT ADJUST THE SHARP VISUAL DEVICE

If our identity is to be widely recognised then consistency of presentation is imperative.

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# OUR TYPEFACES – HEADLINE

The SHARP Headline font is Helvetica Condensed. This is used to make statements and grab attention. It is particularly effective when the bold oblique face is used in full capitals.

Aa

Helvetica Neue – 57 Condensed  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*Helvetica Neue – 57 Condensed*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

**Helvetica Neue – 77 Bold Condensed**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

***Helvetica Neue – 77 Bold Condensed Oblique***  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

## OUR TYPEFACES – BODY COPY

Body copy should be set at 12pt and comply with the RNIB Clear Print Guidelines. We use Helvetica because it complements our values and is modern, legible and straightforward.

Aa

Helvetica Neue – 55 Roman  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*Helvetica Neue – 56 Italic*  
*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

**Helvetica Neue – 75 Bold**  
**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

***Helvetica Neue – 76 Bold Italic***  
***abcdefghijklmnopqrstuvxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

## OUR TYPEFACES – ONLINE

When communications are being supplied to clients in a digital format Arial must be used. This font complements our values as it is modern, legible and straightforward.

Aa

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

*Arial Regular*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*1234567890*

**Arial Bold**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

***Arial Bold***

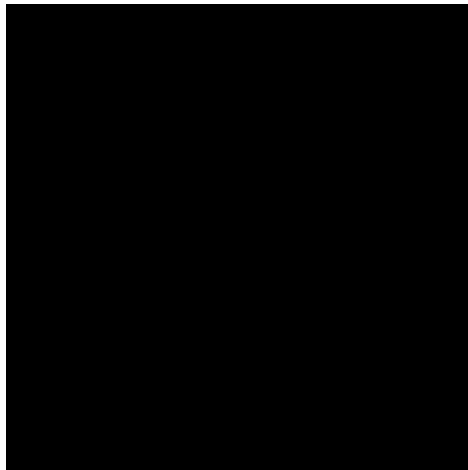
***abcdefghijklmnopqrstuvwxyz***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

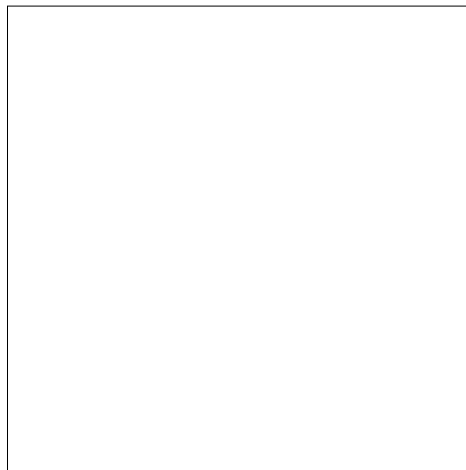
***1234567890***

# OUR COLOURS

Our colour palette is made up of three colours. SHARP yellow is our principal colour supported by SHARP Grey, Black and White. White is important as it helps us to express clarity and confidence.



PANTONE BLACK  
CMYK 0/0/0/100  
RGB 30/30/30  
HTML 1E1E1E



WHITE  
CMYK 0/0/0/0  
RGB 255/255/255  
WEB FFFFFFFF



PANTONE 109  
CMYK 0/10/100/0  
RGB 254/209/0  
HTML FED100



PANTONE COOL GREY 08  
CMYK 20/15/10/45  
RGB 139/141/142  
HTML C8B8D8E

# ***IDENTITY CHECKLIST***

Please use this checklist to ensure that SHARP communicates consistently:

- Are the SHARP visual devices you have used the correct ones, at the right size, sitting in the right place in the correct clear space?
- Is Helvetica Neue Condensed used for all headline text?
- Is Helvetica Neue used for all body copy? Arial must be used in digital communications.
- Are the colours used selected from our colour palette and in the correct Pantone, CMYK or RGB breakdowns?
- Is the imagery from our approved library?