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A REPUTATION TO GUARD

DCL  **SECURITY**

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DCL Security provides security services to businesses across the UK and these brand values describe that way that we work, they should be clear and consistent in all communications.

Brand

DCL Security is **reliable**, you can count on us to deliver exactly what we promise. We are **responsive**, always here 24/7 ready and willing with a quick and effective solution. We are **resourceful** and because we employ our own security guards, we are in control. If our customers need additional resource our **flexible** approach means we can make it happen. We are driven to deliver higher standards in the security sector because we are **professional** and **ambitious** and we firmly believe that company and personal accreditation, licensing and qualifications are critical to providing the best security service.

The guidelines within this document should be applied to all printed materials produced by or on behalf of DCL Security, including internal documentation. In copy the company should always be referred to as DCL Security.

Contacts

If you have any questions about the brand guidelines or need a copy of our logo, please contact clare-deighan@dclsecurity.co.uk

Logo

The DCL Security logo must appear on all DCL Security communications and must not be changed in any way.



Logo with no colour background



Logo reversed out of Teal background



Logo version in mono

Typefaces:

Aa Bc Dd Ee Ff Gg Hh Ii Jj Kk

Aa Bc Dd Ee Ff Gg Hh Ii Jj Kk

For externally produced materials, please use Myriad Roman and Myriad Bold.

For materials produced in-house, please use Calibri and Calibri Bold.

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The typeface in the logo is:
Vag Rounded Bold.

Colours:



PMS 321 DCL Teal
Colour Breakdown:
C20 M30 Y10 K10



PMS 194 DCL Maroon
Colour Breakdown:
C20 M30 Y10 K10

Exclusion Zone, Positioning & Size:

A minimum space of 8mm all round should be allowed when placing the logo. Minimum size for logo representation is 40mm



Allow 8mm space all round logo



Minimum logo representation size

Other Rules:

- The term **security guard(s)** shall always be used, not manned guards / guards / guarding or any other description.
- Printed address labels should be used never handwritten envelopes / labels.
- Brochures should never be sent out without an accompanying compliment slip or letter.

Images:

We have a bank of photographs available for use, please contact clare-deighan@dclsecurity.co.uk to discuss.