



Brand Guidelines 2024

Version 4

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Terms of Use

The use of Isle of Man Post Office brand marks is permitted only if the use is in accordance with Terms of Use.

Please read the 'Terms of Use' before using Isle of Man Post Office's brand mark. Please note that this wording assumes that an 'agreed purpose' has already been identified in correspondence.

You are permitted to use Isle of Man Post Office's brand mark in promotional advertising or reference materials for the agreed purpose only. Except for the limited right to use Isle of Man Post Office's brand mark as specified herein, no other rights of any kind are granted. This permission is subject to the following terms:

1. By using Isle of Man Post Office's brand mark/s you acknowledge that all intellectual property rights in Isle of Man Post Office's brand mark, including without limitation all copyright, design and trade mark rights, are owned solely by Isle of Man Post Office and that you shall not acquire any rights or interest, including without limitation any trade mark, design or copyright rights in Isle of Man Post Office's brand mark or in any variations thereof. The goodwill derived from using Isle of Man Post Office's brand mark shall ensure exclusively to the benefit of Isle of Man Post Office.
2. You shall not at any time use Isle of Man Post Office's brand mark as part of your corporate business or trading name or style.
3. You shall use Isle of Man Post Office's brand mark in the form stipulated from time to time by us. You shall submit samples of all advertising, promotional and other materials bearing Isle of Man Post Office's brand mark (intended to be used in printed form or on the internet or in any other form whatsoever) to us for approval prior to any such material being used. You shall not use any material bearing Isle of Man Post Office's brand mark without prior approval.
4. You may not use Isle of Man Post Office's brand mark in a manner which is, in our opinion, prejudicial to the good name, reputation or image of Isle of Man Post Office.
5. We are entitled to withdraw our permission to your use of Isle of Man Post Office's brand mark at any time. If permission is withdrawn, you shall immediately cease using Isle of Man Post Office's brand mark and shall remove or obliterate Isle of Man Post Office's brand mark from all existing materials. Permission is automatically withdrawn if you fail to comply with any of these Terms of Use and Isle of Man Post Office shall be entitled to enforce its intellectual property rights against you to prevent any use outside of the permitted Terms of Use.
6. This limited permission to your use of Isle of Man Post Office's brand mark is given to you personally. It may not be transferred or assigned to any third party, including without limitation companies in the same group as you, and you may not licence third parties to use any brand mark owned by Isle of Man Post Office.

Our Crest

Isle of Man Post Office crest represents the King's crown, the Postal horns, the three legs of Mann and the motto 'Quocunque Jeceris Stabit' which features on the Isle of Man Government's Coat of Arms

It is a crucial element of our logo and should not be used without the rest of the logo. However, in special circumstances we do allow for the crest to be used on its own.

Any requests for this must be made strictly via the Marketing department at Isle of Man Post Office.

Contact: Marketing@iompost.com



Our Logo

To create a cohesive and consistent brand identity and house style for Isle of Man Post Office.

Objectives

To ensure consistency in the look, feel and way in which Isle of Man Post Office is presented. To present ourselves in a professional and united way across all business units.

Use of the logo

The logo should wherever possible, be used in full colour format as shown.
The Manx translation of our name 'Oik Postagh Ellan Vannin' is part of our logo and should not be separated.

Approval of materials

To ensure consistency and adherence to the brand guidelines, those organising material they wish to carry the logo must send a request to marketing@iompost.com outlining their intentions for the use of the logo and the formats you require the logo in. Any materials featuring the logo must then be subsequently approved by the marketing team of Isle of Man Post Office.

Our name

If writing copy the first mention of Isle of Man Post Office must be in full, thereafter, the abbreviation IOMPO can be used.

Co-Branding

There may be occasions where it is appropriate to undertake co-branding when taking part in joint promotions with partners including Isle of Man Government or representative unions. In these instances Isle of Man Post Office's brand integrity mustn't be conflicted. Approval may need to be sought from the partner organisation.



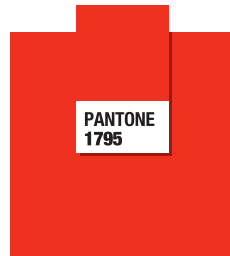
Our Logo - Colours

Isle of Man Post Office's brand colours must always be adhered to. Please ensure the appropriate colour mode is used.

Spot: Pantone 275
CMYK: C98 / M100 / Y0 / K43
RGB: R29 / G16 / B96
1d1060



Spot: Pantone 1795
CMYK: C0 / M94 / Y100 / K0
RGB: R238 / G48 / B36
ee3024



Recommended Colour Modes

Print application with spot colours: Pantone spot colour

Print application with 4 colour process: CMYK

On-screen: RGB or Hex (#)

Our Logo - Variations

Because of the wide variety of applications required for our logo, it has been designed to be as versatile as possible, while retaining its core design values.



Our Logo - Filename Codes for each Logo

The following list are the master logo file names that should be used with a description and example of where they should be used. These files are available from Isle of Man Post Office's marketing department.

If there is a special logo that needs to be made up that is not covered, it can be obtained by contacting Isle of Man Post Office's marketing department.

These are the ONLY acceptable iterations of the logo.

Logo	Filename	Description
	IOMPO[2024]_FullColour_Logo	Main full colour logo for use on stationery and any white backdrops
	IOMPO[2024]_FullColour_REVERSED_Logo	White logo on blue / transparent background - used in areas such as the brand bar (see corporate guidelines) for example see Post Office Price Guide Cover
	IOMPO[2024]_FullColour_REVERSED_Logo	
	IOMPO[2024]_BLK_GradientFillCircle_Logo	Mono logo (High Quality) - used where black printing is the only option
	IOMPO[2024]_BLK_Wireframe_Logo	Mono wireframe logo (No Graduation- NG) - used in special circumstances or where black printing is the only option on low quality production
	IOMPO[2024]_WHITE_Wireframe_Logo	Reversed wireframe logo (Reversed No Graduation- RNG) - used in special circumstances or where white printing is the only option on low quality production

Our Logo - Special Circumstances

In special circumstances to keep the logo clear it will be necessary to use a version of the logo that does not use the gradient in the roundel of the crest.

These may include:

- Promotional gifts like pens where the logo is small
- Embroidery on uniforms or other material
- Any printing process that does not render the gradient satisfactorily

The following logo should be used and can be printed / embroidered in black, white or blue.



Our Logo - Exclusion Zone

In all instances the area indicated below by the dotted line surrounding Isle of Man Post Office's logo is the exclusion zone. This area should never be intruded upon by any other element.



Our Logo - Sizes

It is important that our logo is always legible, and produced at an appropriate size for the media involved.

Minimum size

To make sure that the logo is always readable and recognisable, we have set 15mm as the minimum size for reproducing it. There are exceptions for minimum size - e.g. branded materials such as pens and certain stationery.



Recommended minimum sizes

Shown here are recommended minimum logo sizes for various page formats. Use these sizes to maintain consistency across all printed material.



Note: These sizes are applicable when Isle of Man Post Office's logo is used in isolation. See later in this document for guidance when using as part of a sub-brand lock up.



A2 page format - Minimum logo height - **63mm**

A1 page format - Minimum logo height - **90mm**

Our Logo - Usage

The corporate identity has been developed to help you create a consistent style. Misuse of the logo undermines the consistency and integrity of Isle of Man Post Office's presentation.



The logo should not be separated - the only exceptions may be when the crest is used on window etchings or another special purpose that has been approved by the marketing department.

Do not distort the logo or crop it in any way.
Not to be bled off the page either.

Do not place the logo at an angle or on a background that may obscure it.

Our Typefaces

Isle of Man Post Office's primary font is Houschka Rounded. This font will be used for all Isle of Man Post Office 'display' material.

This font should be used in the following weights:

Houschka Rounded - Light

Houschka Rounded - Medium

Houschka Rounded - DemiBold

Houschka Rounded - Bold

These are used in advertising, stationery, posters and brochure design, as well as in signage.

Houschka Rounded Light can be used in body copy like this.

Houschka Rounded Medium can be used in body copy where a slightly heavier weight is required.

Houschka Rounded DemiBold can be used in titles and when we want text to stand out.

Houschka Rounded Bold can be used in titles and also web addresses when used as a call to action (For example: 'Visit www.iompost.com'). It is also used in the sub-brand identities as detailed later in this document.

If Houschka is unavailable then Gill Sans is the Isle of Man Post Office's secondary font -

Gill Sans

The font used for the main wording in the Isle of Man Post Office logo itself is called 'Abbey Bold' - this is for sole use in the logo only.



Our Sub-Brands

To present a unified brand appearance our sub-brands have a common structure.



**Business
Solutions**



**Online
Postage**

When on our brand blue colour, our sub-brands are reversed in white.

Exclusion Zone

In all instances the area indicated below by the dotted line surrounding Isle of Man Post Office's logo is the exclusion zone. This area should never be intruded upon by any other element.



Houschka Rounded Bold
Optical kerning with -20 tracking
Leading at 120% (eg 10pt type on 12pt leading)

Sub-Brand Minimum Size and Usage

It is important that our logo is always legible and produced at an appropriate size for the media involved.

The minimum size for print production is 15mm. This size is for the full lock up and exclusion zone.

Size of the sub-brand lock up should always be relative to the media involved. Adhering to the layout guides on the previous pages will ensure consistency across all applications.



For instances where these guidelines prove impractical (E.g. extremely small media spaces) please contact Isle of Man Post Office for further guidance.

Do not distort the logo or crop it in any way.
Not to be bled off the page either.

Do not place the logo at an angle or on a background that may obscure it.

Our Sub-Brand - Isle of Man Stamps & Coins

Our Stamps & Coins division has its own primary and secondary logos.

Primary Logo - for use on all advertising and marketing items.



Secondary Logo - for use on stamp sheets or when the logo is used in a very small size. This version of the logo is available with and without the manx translation. The Manx translation is used in upper case in this instance to ensure better legibility when used at a smaller size.



Isle of Man Stamps & Coins branding can be used in isolation on Stamps & Coins products, stationery, related marketing assets and materials, as well as their social media channels and websites.

Dual branding with the IOMPO logo shouldn't take place without the permission of Isle of Man Post Office.

On special stamp issues it is sometimes possible to change the colour way of the secondary logo. **this can only be done with the express permission of Isle of Man Stamps & Coins.**



Sub-Brand Minimum Size and Usage

It is important that our logo is always legible and produced at an appropriate size for the media involved.

The minimum size of the primary logo for print production is 15mm. This size is for the full lock up.



If the logo is needed in a smaller size then the secondary logo should be used.



Do not distort the logo or crop it in any way.
Not to be bled off the page either.

Do not place the logo at an angle or on a background that may obscure it.

The Brandbar

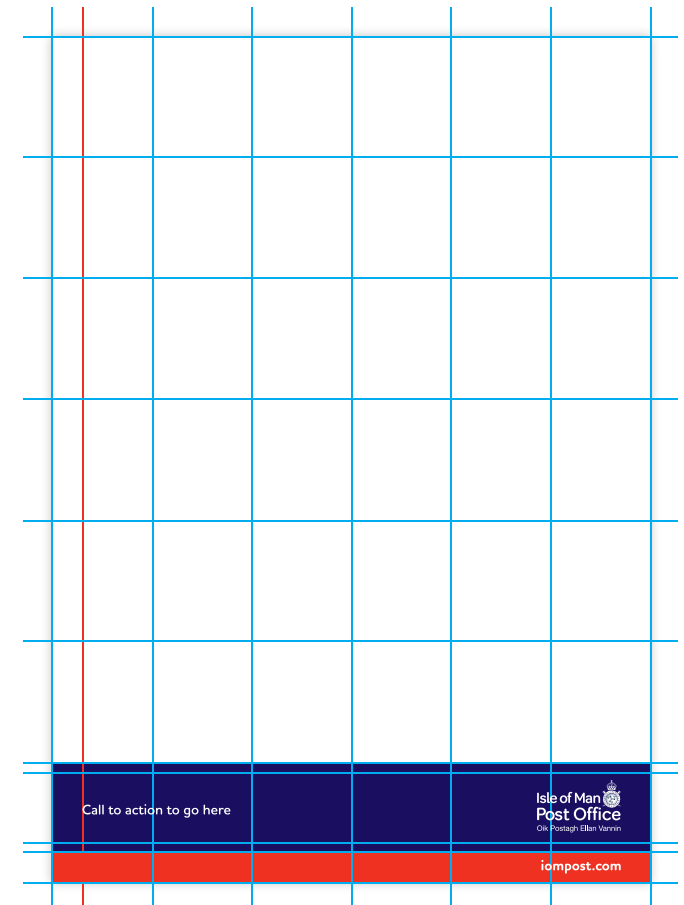
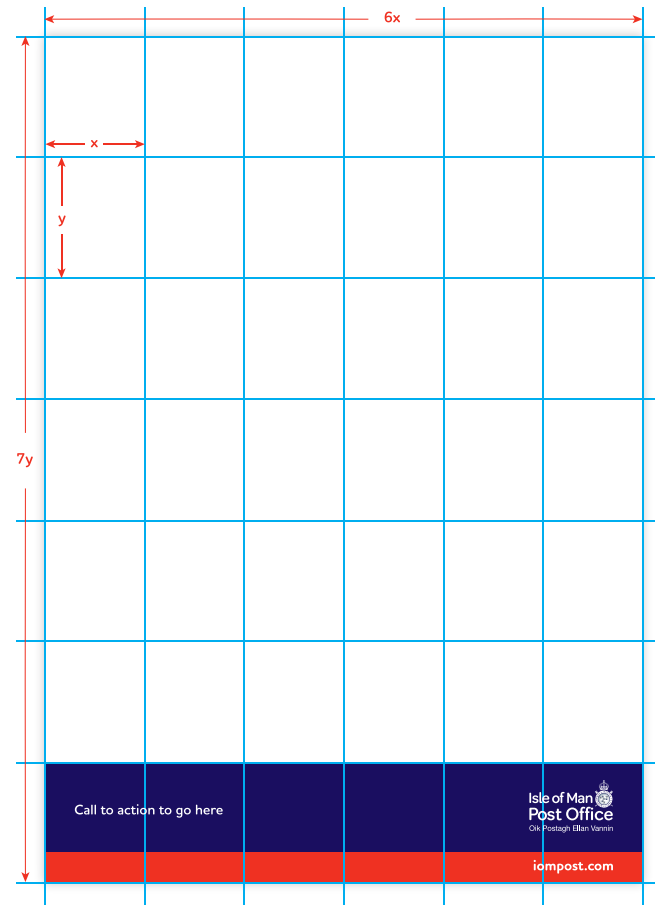
Isle of Man Post Office's brandbar must be used on all promotional material.

The balance and spacing shown below should be adhered to at all times when working to a series formats and similar sizes. See later in this document for use in different formats.

There may be occasions where the red bar can be made taller to allow more space underneath the web address - for instance magazine adverts generally have type area specified which would need to be adhered to.

Portrait Structure

For portrait materials, a **6 column x 7 row** grid is used to determine the size and position of the brand bar and elements within.

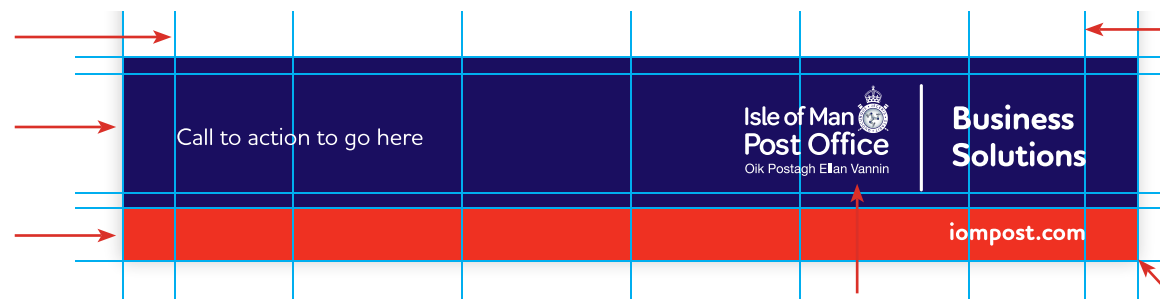


Left margin is **30% x**, with all type left aligned to this margin

Call to action in **Houschka Rounded Light** (min 10pt)

Link URL in **Houschka Rounded Bold** at 120% size of the call to action

Typography to be styled at an appropriate size for the media



Right margin is **30% x**

Sub-brand lock up (incl. exclusion zone) is **55% y** in height, positioned centrally in the blue area (**10% y** buffer top/bottom)

Always import logo with full bounding box to get the full exclusion zone

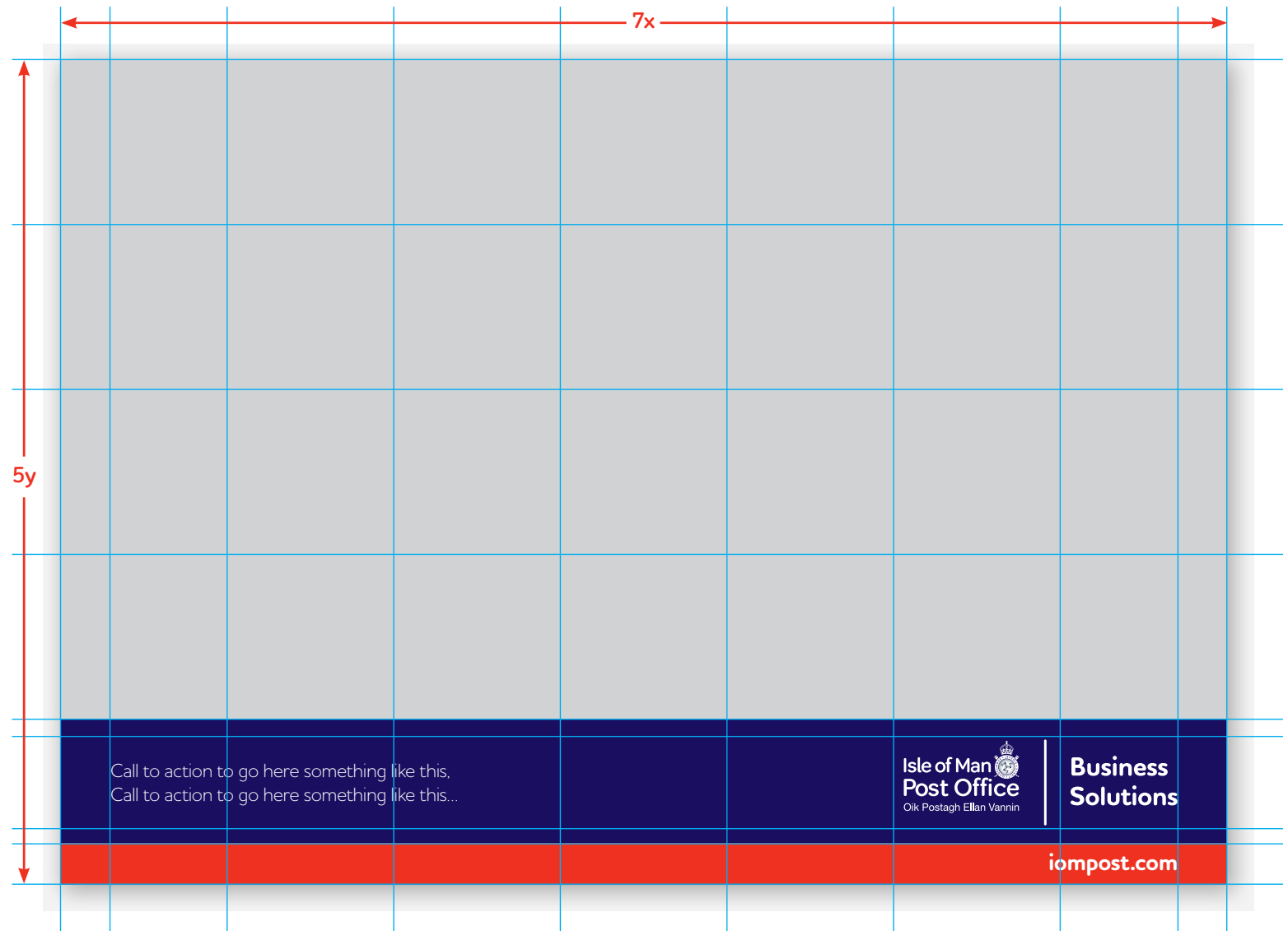
Red base bar is **25% y** in height

The Brandbar

Landscape Structure

For landscape materials, a **7 column x 5 row** grid is used to determine the size and position of the brandbar and elements within.

The same rules on spacing and positioning are applicable in the landscape grid.



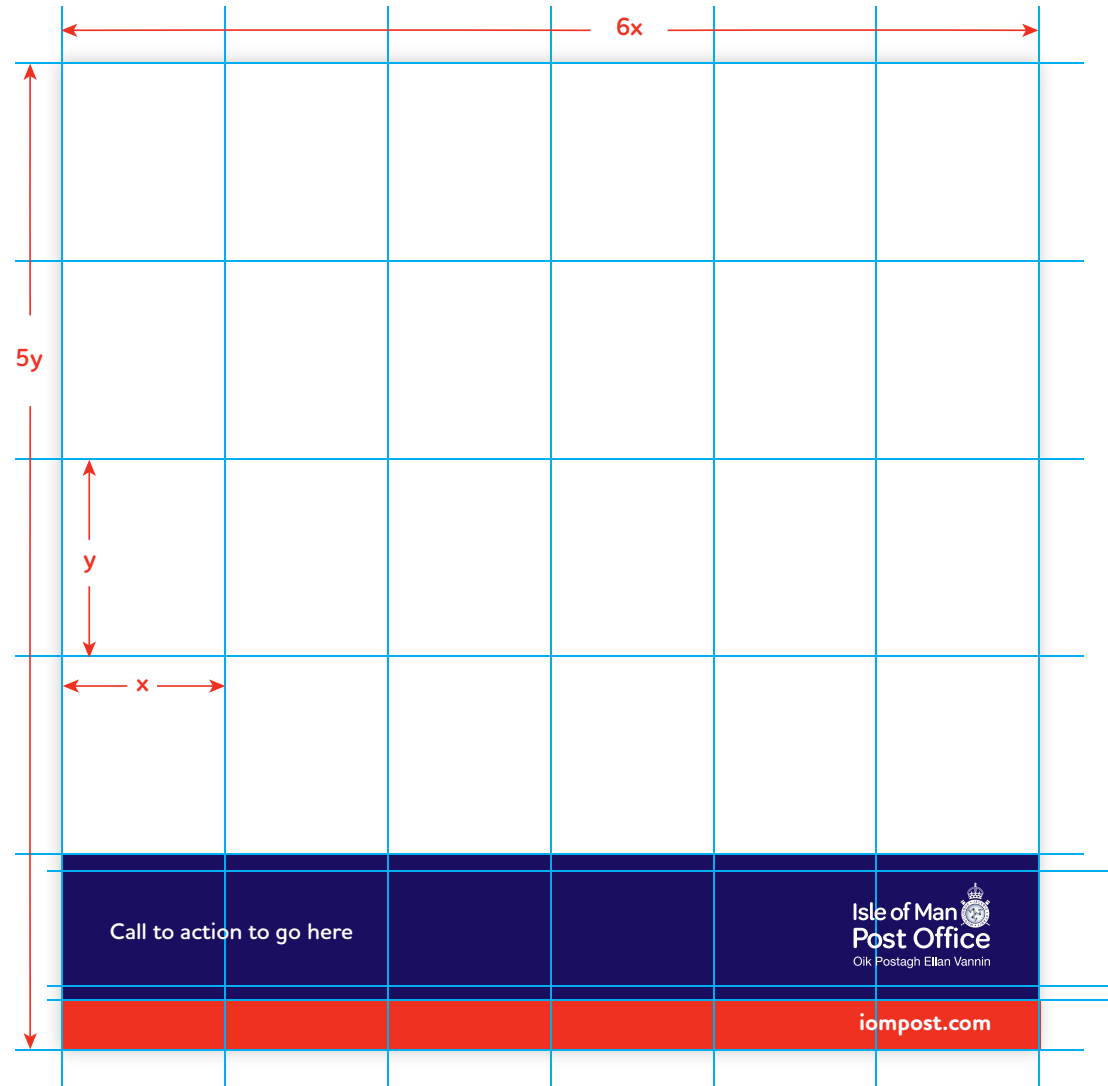
The Brandbar

Square format

On occasion a square format may be used in advertising materials (E.g. Promotional CD cases).

In this instance a **6 column x 5 row** grid is used to determine the size and position of the brandbar and elements within.

The same rules on spacing and positioning then apply.



A versatile Brandbar

The brandbar works across all variations of backgrounds for advertising materials.

Supplementary pricing information for businesses

We can offer business customers a wide range of solutions to suit your needs. Contact customer.services@iompost.com or call 664664 to find out more about below listed services.

PO Boxes

PO Box licence*	Delivery for Business ^
£227.97	£273.57

Business mail services*

Domestic Business Reply Licence	£126.10
For an additional fee we can deliver items to your address	
International Response Service Licence	£208.57
Freepost Licence	£126.10
Domestic (IOM/UK/CI) Response Postage	Letter 82p per item Large letter £1.54 per item (IOM only)
International (EU & World Zones 1,2 & 3) Response Postage – Letters up to 20g	£2.82 per item

Please be aware that Business Reply services incur a licence fee and a fee per item received.

Delivery and collection services

Underpaid postage - Price per item***	£1.35 + postage shortfall
Single/ad-hoc collection fee ^	£12.12
Business collection service ^	£951.91 per annum
Early morning delivery service ^	£1903.83 per annum

^ Includes VAT at the standard rate
* VAT exempt
** Prices exclude VAT which will be charged at the standard rate
*** VAT zero rated

Isle of Man
Post Office
On Postagh Ellan Vannin

iompost.com

Our Mission

To provide convenient, dependable and sustainable delivery partner services that benefit the Manx economy.

Our Vision

Be the Island's leading trusted delivery partner.

Our Values

Progressive	adopt flexibility in our activities to adapt to changes in our marketplace
One Team	work together to provide the highest levels of quality, efficiency & safety in our operations
Sustainable	protect our business & reduce the environmental impact of our operations
Trusted	operate at all times with the highest levels of integrity
Creative	embrace innovation & constantly strive to do things better
Open	be open to change as our business develops in a changing world
Dependable	deliver reliable, high quality services for the benefit of our customers
Efficient	seek efficiencies in all of our activities to remain competitive



Isle of Man
Post Office
On Postagh Ellan Vannin

iompost.com

This is a Health and Safety Risk!

Remember

- Be safe and tidy any cables/wires.
- Check all wires are in good condition...
If not, please throw away or destroy
- Ensure wires have been PAT tested...
If not, please report to the engineering team

Safety first.

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Background colours of advertising materials may change between our corporate blue, white or full bleed imagery. In all instances the brandbar remains the same in order to maintain a consistent brand appearance. At no point should additional keylines be used to further define the brandbar as this would detract from the brand image.

Note: Our red brand colour should be used as secondary colour to add impact where needed. As such, it should not dominate the background of any advertising materials.

The Brandbar - PowerPoint

Presentation templates follow similar rules to the landscape structure seen previously.

Title slide

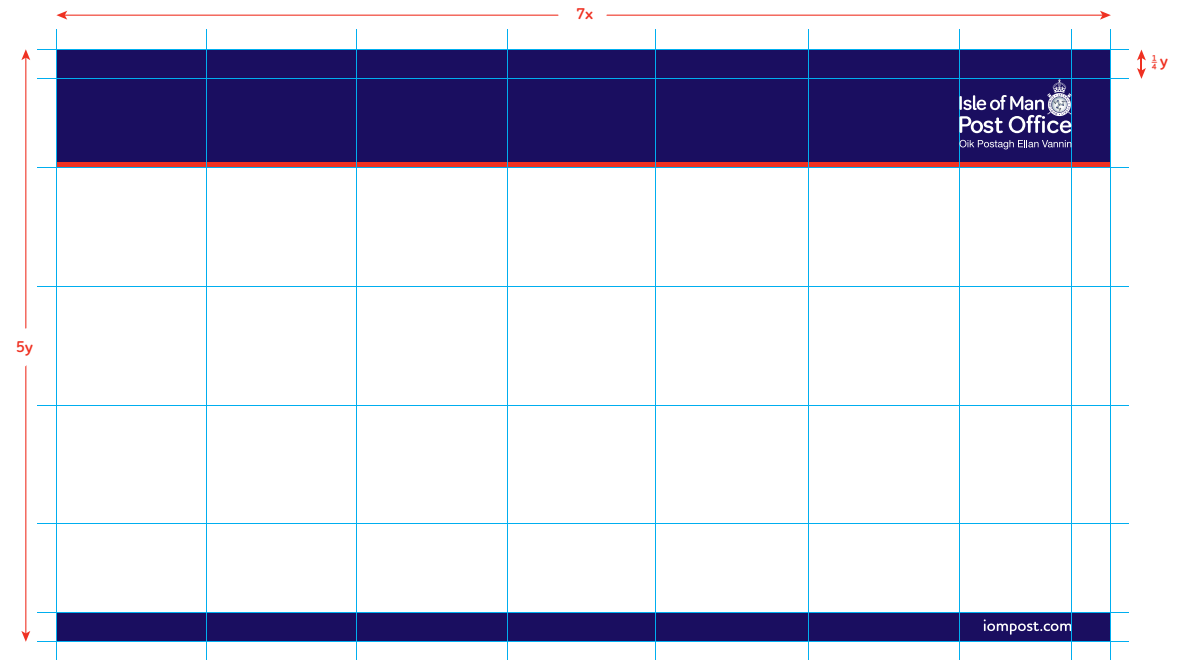
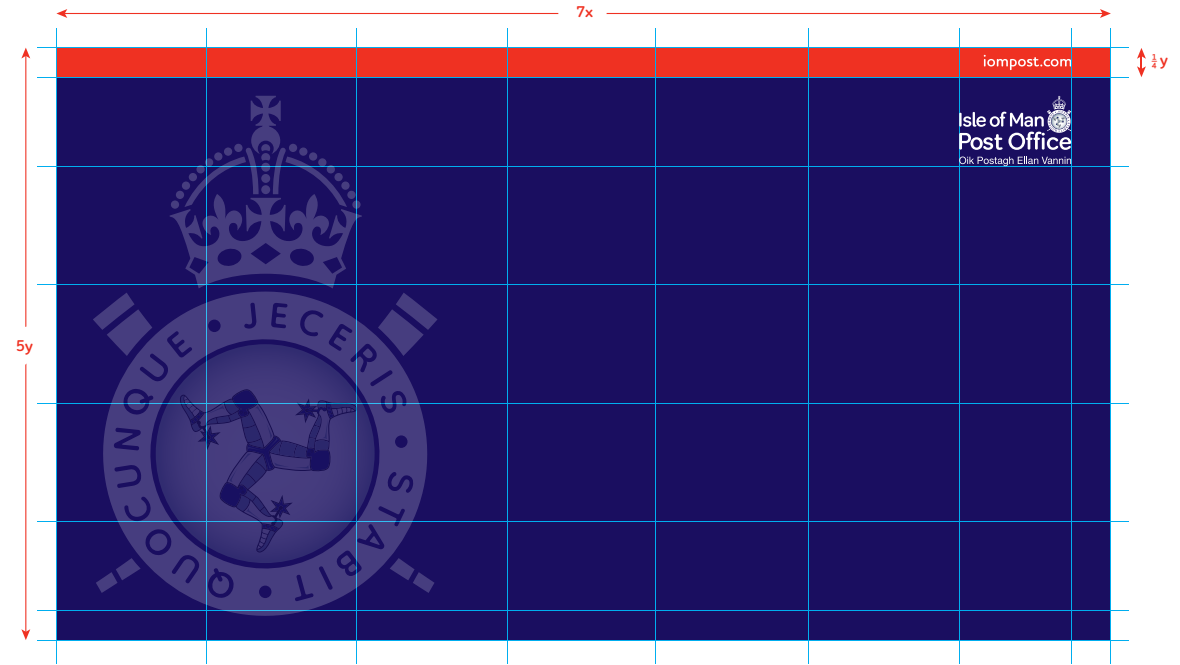
The title of the presentation is in Houschka Rounded Bold, with an introduction to the presentation in Houschka Rounded Medium.

Note: Houschka Rounded Light should not be used in presentations as it can be difficult to read when projected

Content slide

The brand bar on this slide reflects the one featured on items such as press releases, public and customer notices but in this instance it is blue and not red. This bar can house the slide title.

The blue bar at the bottom of the slide can house a relevant URL.



Signage

Signage for Isle of Man Post Office should continue the brand theme, keeping the design simple to create standout.

For all Isle of Man Post Office branches signage, the blue background should be used with the text in white for the main titles (Houschka Rounded Font) and the inclusion of the red strip usually placed at the bottom, with the URL within, if applicable.

Examples of current signage

Over the counter sign



Under the counter sign



Internal - Directions



External - Opening Times



Vehicle livery

IOMPO has committed to converting its fleet to zero emissions vehicles by 2028.

The below designs are the approved designs for zero emissions vehicles, however, these are subject to change based on the vehicles procured.

Business Solutions



Foreign Currency



Vehicle Livery Cont'd

Online Postage



Uniform

Uniforms are essential in reinforcing our brand identity by creating a cohesive and professional image. They ensure that our employees are easily recognisable, instilling a sense of trust while reflecting our commitment to professionalism and quality.

Depending on the materials being printed or embroidered different versions of the logo should be used.

- If printing or embroidering on to our standard blue RNG should be used.
- If printing or embroidering on to high-viz material Mono Non-Gradient should be used.
- If printing or embroidering on to reflective panels Full Colour should be used.
- If printing or embroidering on to white or pale blue our Full Colour should be used.





Digital Brand Guidelines

Digital Brand Guidelines



To create a cohesive and consistent brand identity for Isle of Man Post Office's digital presence.

Objectives

To ensure consistency in the look, feel and way in which Isle of Man Post Office is presented online.

To ensure recognition of the brand is retained where use of the identity in full is compromised by the constraints of digital usage.

To ensure the user can rely on the user interface design principle of reuse.

The Reuse Principle

“The design should reuse internal and external components and behaviours, maintaining consistency with purpose rather than merely arbitrary consistency, thus reducing the need for users to rethink and remember.”

- WIKIPEDIA

Logo Usage

Our logo is the core of our brand. It is a distilled icon encapsulating our key messages of trust, inclusivity, heritage and approachability.

Key rules

The full logo should be used where possible as a priority using the same spatial considerations outlined in the core brand guidelines.

The full logo must be used where the available working space allows the logo to be fully visible and legible. We advise no lower than 140px x 84px.

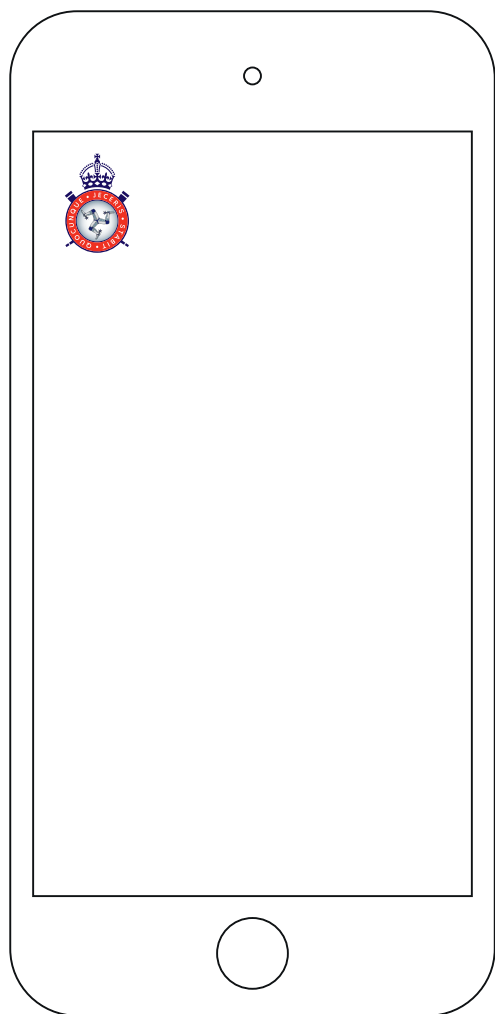
Occasionally our brand must be applied in circumstances where there is not enough available space to meet the rules of using the full logo (i.e. App Icons, Favicons). In this case the roundel alone may be used.



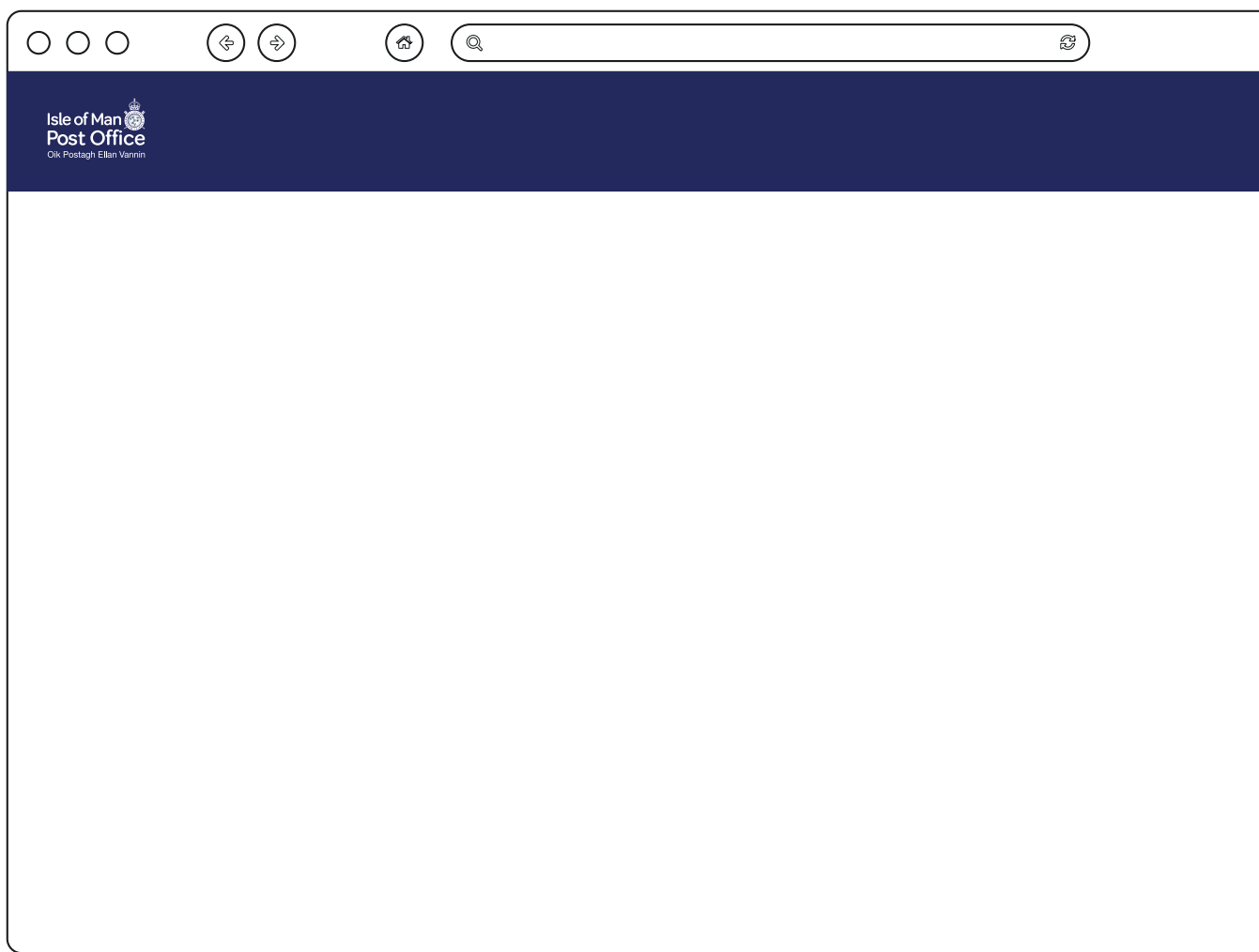
ROUNDEL ON DARK

ROUNDEL ON LIGHT

DO NOT DISTORT



ROUNDEL ON MOBILE DEVICE



FULL LOGO ON DESKTOP DEVICE

Colour

Colour and consistency of colour is incredibly important to maintaining brand consistency but also plays an important role in the usability and accessibility of digital systems.

Brand limitations

We currently adhere to a three colour brand identity. Whilst this ensures consistency throughout our offline communications, digital application of the brand requires a wider colour palette.

Specific use cases

The key parts of digital systems that require more dedicated colours are:

Calls to action

It must be made clear to the user, the positive action we want them to take. This requires a colour that stands out from the brand identity and draws the focus of the user.

The chosen colour is a tint of our brand blue. This keeps it consistent with the brand but adds enough contrast to stand out and draw the users attention.



Brand Blue
#1d1060



Brand White
#FFFFFF



Brand Red
& errors
#EE3024



Calls to action
#5b44f2



Warnings
#E7712F



Confirmations /
Success
#229609

Warnings

Where there is a risk of the user completing the incorrect action or where feedback is required to ensure the user is fully aware of the limitations of a system, warnings must be made clear. Using a traffic light type system that relies on a users familiarity with other interfaces we can provide an additional colour to aid in the customer journey.

Errors

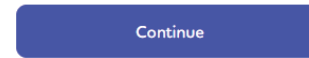
Errors should never be silently disregarded. Users must be made aware of errors so that they may correct them. Again using the traffic light system we can provide a colour to address this.

Confirmations

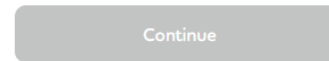
Successful actions should be reported to the user. The user should never be unsure as to whether their actions were successful or not. To reaffirm their success we can again refer to the traffic light system colour palette.

Additional considerations

Red is one of our core brand colours however red is also used in the traffic light system for reporting errors to the user. In digital application our brand red should be used sparingly in order to negate the impact on the error messaging requirements of the user interface. Tints of colours may be used where contrast is required.



STANDARD BUTTON



DISABLED BUTTON

Buttons

Primary buttons direct the user to their next action. This primary button uses the CTA colour to draw the users attention. All buttons should use a border radius of 10px.

CSS:

padding: 15px 30px;

border-radius: 10px;

font-family: "HouschkaRounded-DemiBold", sans-serif;

color: #FFFFFF;

background-colour: #5b44f2

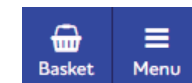
Icons

When adding icons we rely on the Font Awesome 4 icon

library found online at <https://fontawesome.com/v4/icons/>

When using this library, we recommend adding accompanying text to maintain a high level of accessibility.

Icons should not be used alone where the intent of the icon may be misinterpreted.



NAVIGATION ICONS



CHECKBOXES



TOGGLE SWITCHES

Checkboxes and toggle switches

Checkboxes and toggle switches should be styled consistently throughout the system.

They make use of the call to action colour to highlight the change the user has made to the interface.

Typography

Consistency in our use of typography is important in ensuring our content remains clear and legible regardless of device or browser.

Where possible we aim to adhere to the ratio of Perfect Fourth using a base font size of 16px. and a line height of 1.75 as demonstrated here:

<https://typescale.com>

We should use our brand font family wherever possible using the @font-face CSS rule.

The font-family we use is:

Houschka Rounded

Available on request

4.209rem/67.34px

Isle of Man

3.157rem/50.52px

Isle of Man

2.369rem/37.90px

Isle of Man

1.777rem/28.43px

Isle of Man

1.333rem/21.33px

Isle of Man

1rem/16.00px

Isle of Man

FONT FACE USAGE

```
@font-face {
  font-family: "HouschkaRounded-Medium";
  src: url("../fonts/Houschka-Webfont/HouschkaRounded-Medium.eot"); /* IE9 Compat Modes */
  src: url("../fonts/Houschka-Webfont/HouschkaRounded-Medium.eot?#iefix")
    | format("embedded-opentype"),
    /* IE6-IE8 */ url("../fonts/Houschka-Webfont/HouschkaRounded-Medium.woff")
    | format("woff"),
    /* Pretty Modern Browsers */
    url("../fonts/Houschka-Webfont/HouschkaRounded-Medium.ttf")
    | format("truetype"); /* Safari, Android, iOS */
}
```

Clarity

The user interface must make it clear to the user what action is expected of them. The system should be free of distraction and 'fluff'. Everything should have a reason for being included.

Consistency

The interface should be consistent in its design. Changing the way a button is displayed part way through a user's journey leads to confusion.

Empowerment

We must give control of the system to the user and they should be able to learn to use it without direction

Familiarity

Users are very familiar with other methods of human interface interactions. Familiarity with other systems should be leveraged to ensure our system meets expectations e.g. icons

Simplicity

Language, layout, imagery, iconography and colour should be kept as simple as possible. Keeping a system simple helps us to adhere to all principles of user interface design.

Accessibility

Whether vision, hearing, motor skills or cognitive impairment, all users should be able to engage with and navigate the system