



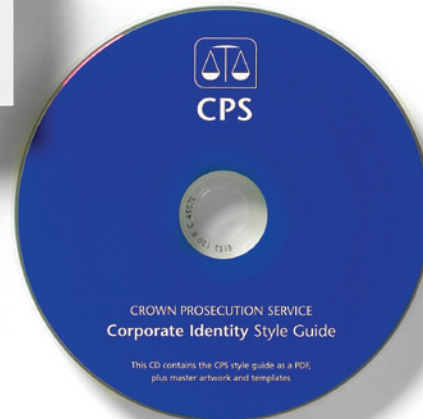
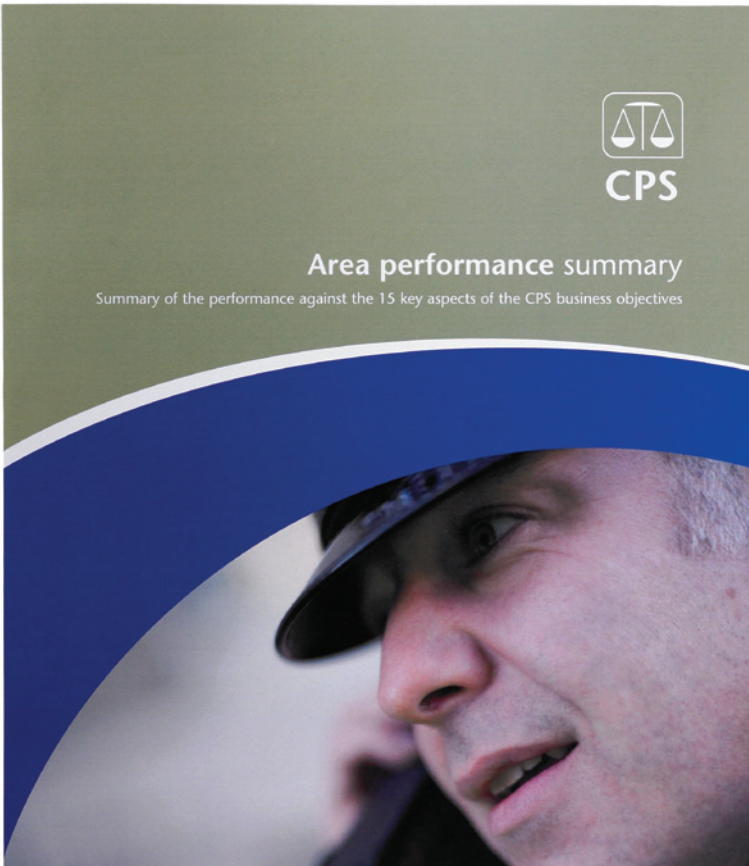
NORTHUMBRIA

London
50 Ludgate Hill
London EC4M 7EX
T. 020 7796 8000
F. 020 7796 8001
enquiries@cps.gsi.gov.uk
www.cps.gov.uk



Area performance summary

Summary of the performance against the 15 key aspects of the CPS business objectives



Crown Prosecution Service (CPS)

The ask

One common aim. The Crown Prosecution Service (CPS) – a government organisation based all over England and Wales – appeared disjointed to both the public and its own staff. Its outdated logo was implemented inconsistently across its literature, due to a lack of guidelines and agreed style for internal and external communications.

The task

A strong identity. We needed to reinforce the CPS' reputation and help its aims gain wider recognition. To help build the organisation's image, we refreshed and updated the logo – keeping the scales of justice as the main graphic. We wrote in-depth guidelines covering typography, colour, photography and tone of voice. Finally, we designed a range of stationery and produced literature templates to be used internally and externally, on a regional and national level.

The proof

Consistent and unified. The guidelines were produced on a CD along with 'at a glance' printed booklets that were distributed and implemented in each of the regions. With a consistent use of colour, typeface and design, the CPS has increased its visual impact and positioned itself as a unified organisation.

**bentley
holland**