



# CPA BRAND GUIDELINES

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CPA

COMMONWEALTH  
PARLIAMENTARY  
ASSOCIATION



## Statement of Purpose

The Commonwealth Parliamentary Association (CPA) exists to connect, develop, promote and support Parliamentarians and their staff to identify benchmarks of good governance, and the implementation of the enduring values of the Commonwealth.

## History and Status

The Commonwealth Parliamentary Association (CPA) was originally established in 1911 as the Empire Parliamentary Association. In 1948, the name was changed to the Commonwealth Parliamentary Association.

The CPA was registered as a charity on 22 October 1971 (registration number 263147) under the laws of the United Kingdom. Its principal office and registered address is located at Commonwealth Parliamentary Association, CPA Headquarters Secretariat, Richmond House, Houses of Parliament, London SW1A 0AA, United Kingdom.

The Association's Constitution was first adopted by the General Assembly in Cyprus on 6 September 1993, and amended by the General Assembly of the Association at its meetings in New Zealand on 19 October 1998; in Canada on 7 September 2004; in India on 28 September 2007; in Kenya on 18 September 2010; and in South Africa on 5 September 2013.

The current membership is made up of over 180 Parliaments or Branches in 53 countries of the Commonwealth. Each Branch is autonomous, raises its own finances and pays an annual subscription to the Association's International Secretariat in London. The annual subscription is determined at the Association's annual meeting of the General Assembly.

[www.cpahq.org](http://www.cpahq.org)

## Introduction

### Consistent communications

As a respected Commonwealth and international organisation, it is important that all communications on behalf of the CPA is conveyed in a consistent brand. Every communication should express the brand of our organisation.

This CPA Brand Guidelines booklet outlines the CPA branding, logo and their uses. It outlines the brand guidelines of the CPA so that we can communicate consistently and effectively.

This booklet outlines a set of tools and guidelines that can be followed, copied and implemented to create consistent visual designs and communication materials.

The CPA's brand delivery is overseen and managed by the CPA Communications team at the CPA Secretariat.

### What is a brand?

The CPA brand is the way that the Commonwealth Parliamentary Association (CPA) and the people who work for the Association project themselves, how others perceive the CPA and how they perceive themselves.

It extends to the way we address an envelope, how well we prepare to run a workshop and how quickly we answer the phone. The most obvious visible projection of our brand is our visual identity.

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### What is a visual identity?

A visual identity is a palette of visual tools. It is the set of instructions that ensures that our visual output always reflects the values of our brand. It is the way that we apply our logo and it is all of the other elements (type, colours, shapes, sizes etc).

### What is a logo?

A logo is a symbol or other small design adopted by an organisation to identify its products. The logo encapsulates all visual 'badges' used to represent an organisation.

### The visual identity of the Commonwealth Parliamentary Association (CPA)

The visual identity of the Commonwealth Parliamentary Association (CPA) was developed over a number of years and through a succession of different visual representations.

The visual identity represents the Parliaments and Legislatures of the CPA, using the parliamentary mace as a symbol of parliamentary authority that is common amongst the CPA's membership. The individual colours featured in the visual identity represent the strong elements of Parliament.

This underlying structure is not only used to construct our logo; we also use it to build patterns and design elements that add a visual dynamism to our communication materials.

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## CPA Official Logo

### Elements

The CPA logo is comprised of three main elements:

1. The Parliamentary Mace design
2. The letters 'CPA'
3. The words 'Commonwealth Parliamentary Association'

When used together, these elements form the logo for the Commonwealth Parliamentary Association.

The logo should always be reproduced from original digital files. The logo is available in .eps format for print use and .jpg and .gif for online and office use.

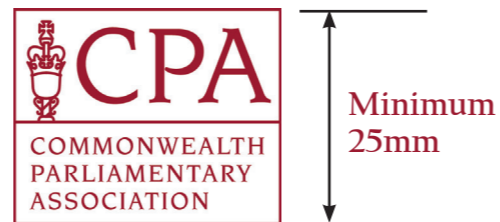
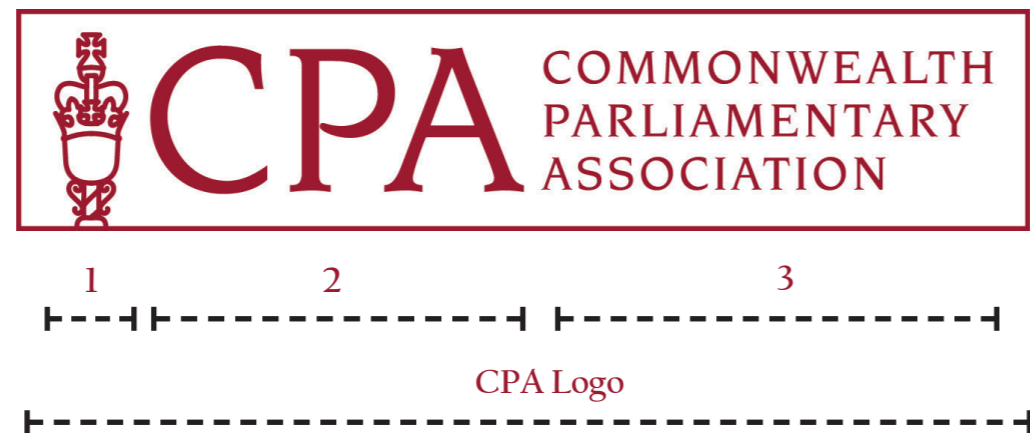
Dimensions or colours of the logo should not be altered.

### Orientation and minimum sizes

The CPA has two versions of its logo; a horizontal and a vertical version.

Discretion should be used when deciding which version should be utilised and at what size, on a particular piece of communication.

To ensure maximum legibility, the CPA logo should not be used below the minimum sizes indicated.



### Safe area

The area that surrounds our logo is as much a part of our visual identity as any other element.

Allowing adequate 'breathing space' around our logo maintains the integrity of our visual communication by avoiding visual clutter. We have defined a 'safe' area around our logo.

No other visual elements should be positioned within this area. This safe area is the same size as the height of the capital letter C of the CPA in the main version of our logo.

### Alternate versions

In most circumstances we use our logo in full single colour. However there are circumstances where this is not desirable (such as when this inhibits legibility) or when it is not possible (on single or limited colour publications and documents).

For these circumstances, we have developed a single colour version of our logo that can be used in black, and a white version which can be used on any dark coloured background.

Contact [communications@cpahq.org](mailto:communications@cpahq.org) for further information.

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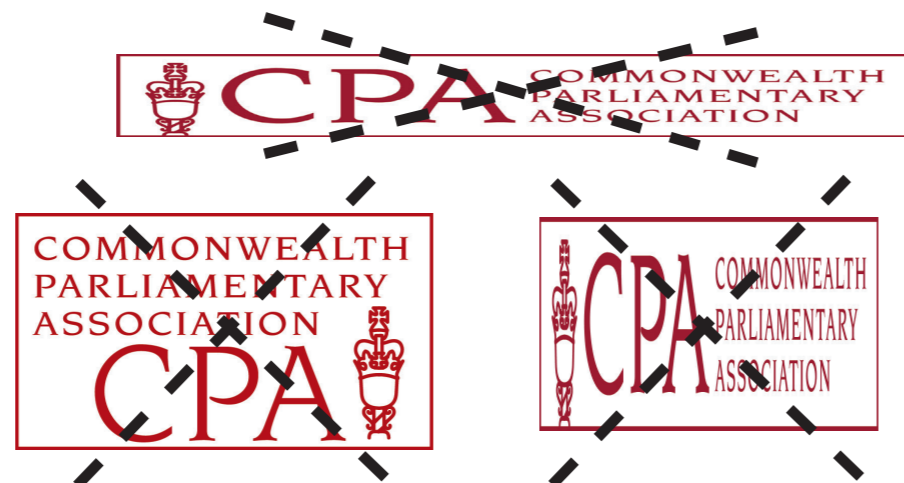
# CPA BRAND GUIDELINES

## Incorrect uses

It is important that our logo appears consistently in all uses. The consistent use of our logo reinforces every communication.

Shown here are examples of incorrect usage of the logo.

- Using other fonts/typefaces
- Splitting or re-organising the elements into other configurations
- Resizing any of the elements
- Rotating elements
- Stretching or squashing the logo



## Colour palette

We have a defined palette of colours, drawn directly from those within our logo.

By limiting ourselves to these defined colours, it is easy to ensure that any publication will complement our suite of visual communications.

We have a main primary palette (Parliamentarian Red) which is used for most text-based publications (such as this one). An alternative primary colour is Parliamentarian Blue as well as black and white.



Parliamentarian Red  
CMYK reference:  
C=11, M=95, Y=71, K=33  
RGB = R=152, G=9, B=50  
Pantone reference 201C

Parliamentarian Blue  
CMYK reference:  
C=100, M=25, Y=18, K=72

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## CPA Logo – Terms of Usage

The main logo for the Commonwealth Parliamentary Association (CPA) is provided for CPA official use only and all usage should be agreed by the CPA Secretariat.

The CPA logo is provided as an image file (jpeg or eps) and should not be altered or amended in any way. The CPA logo should be used in its entirety, in proportion and should not be cropped, cut or stretched.

The CPA reserves the right to ask for the official logo to be removed where it has been mis-used or without permission.

The official CPA logo is provided in eps and jpeg format along with our terms and conditions for usage. The CPA logo is provided for official use and should only be used for the purpose outlined in the original request.

Any users of the CPA logo are requested to send a copy of the publication, leaflet or use of the CPA logo to [communications@cpahq.org](mailto:communications@cpahq.org) for our records.



## Separating the logo elements

Although we will usually use our logo with all elements together (the Parliamentary Mace design, the letters 'CPA' and the words 'Commonwealth Parliamentary Association'), we have the option to separate these and use them on their own if required.

We may for instance choose to use our symbol as a large, impactful, illustrative element (such as the front cover of this booklet). Alternatively there may be occasions when we cannot use our full logo at its minimum size, in which case we can use the type on its own.





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## CPA networks logos (sub-brands)

### Commonwealth Women Parliamentarians (CWP) logo

The network of Commonwealth Women Parliamentarians (CWP) is considered to be a sub-brand of the Commonwealth Parliamentary Association (CPA).

A separate logo is provided for use by the Commonwealth Women Parliamentarians (CWP) as illustrated. There are two versions of this logo with one referencing the CPA and these logos should also be used in accordance with the overall logo guidelines that appear in this booklet.



### CPA Small Branches logo

The network of the CPA Small Branches is considered to be a sub-brand of the Commonwealth Parliamentary Association (CPA).

A separate logo is provided for use by the CPA Small Branches as illustrated. There is one main version of this logo and this logo should also be used in accordance with the overall logo guidelines that appear in this booklet.



## CPA networks logos (sub-brands)

### Commonwealth Parliamentarians with Disabilities (CPwD) logo

The network of Commonwealth Parliamentarians with Disabilities (CPwD) is considered to be a sub-brand of the Commonwealth Parliamentary Association (CPA).

A separate logo is provided for use by the Commonwealth Parliamentarians with Disabilities (CPwD) as illustrated. This logo should also be used in accordance with the overall logo guidelines that appear in this booklet.

### Alternate versions

In most circumstances, the CPA network logos will be used in the main CPA brand colour - Parliamentarian Red. However there are circumstances where this may not be desirable (such as when this inhibits legibility) or when it is not possible (on single or limited colour publications and documents).

For these circumstances, we have alternative single colour versions of the network logos that can be used in black or white.

Contact [communications@cpahq.org](mailto:communications@cpahq.org) for further information.

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## CPA Branch and Region Logos

### CPA Branch and Region Logos

All CPA Branches and Regions can be provided with an updated official logo for use by the Branch or Region in its promotional activity and for official CPA documents (letters, circulars, notices).

It is important that the CPA Branch and Region logos are also used in accordance with the overall logo guidelines that appear in this booklet.

Please contact the CPA Headquarters Secretariat for guidance on CPA Branch and Region logo usage.

*Examples of CPA Branch and CPA Region Logos in red and black*



## CPA anniversary logos

The CPA Headquarters Secretariat will occasionally release special anniversary logos to mark significant events in the CPA's history or the CPA's networks. These logos should be used for a specified period only and as an alternative to the main CPA logo and the network logos.

These anniversary logos should also be used in accordance with the overall logo guidelines that appear in this booklet.

Contact [communications@cpahq.org](mailto:communications@cpahq.org) for further information.

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## CPA logo guidelines for partners



The use of our brand by partner organisations is important to us. We acknowledge these guidelines in all partnership agreements.

### Logo and text

- Partners should include the Commonwealth Parliamentary Association (CPA) logo alongside their own logo in all print and screen-based materials related to the partnership. We will provide our logo on confirmation of the partnership agreement.
- The logos should sit side by side with the Commonwealth Parliamentary Association (CPA) logo. You may find it useful to add a vertical key-line between the logos to create a simple logo lock-up. The logos should be equal in size.
- In text-only materials where it is not possible to include the logo lock-up, include the line 'This project is organised by the Commonwealth Parliamentary Association (CPA) and (partner organisation)'.
- In web-based information, include a link from the Commonwealth Parliamentary Association (CPA) logo to [www.cpahq.org](http://www.cpahq.org).



- You may also like to include our standard text alongside the logo or in your documents:  
*The Commonwealth Parliamentary Association (CPA) promotes and supports Parliamentarians and parliamentary staff to identify benchmarks of good governance and to implement the enduring values of the Commonwealth. The CPA is an international community of over 180 Commonwealth Parliaments and Legislatures working together to deepen the Commonwealth's commitment to the highest standards of democratic governance. Parliaments, their Members and officials learn from each other through CPA Programmes, events and activities.*

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## Further Communications Guidelines

### Press releases

Press releases will be issued jointly by the CPA and the agreed partners and to an agreed schedule. In addition, both partners will:

- Include the partner logo lock-up and standard text on all press releases (including call notices and briefings) related to the partnership.
- Share a proof of all press releases for approval by the Commonwealth Parliamentary Association and the partner organisation in advance of distribution. We will reciprocate this arrangement.

### Print materials

- Where possible, print materials shall be produced jointly and to an agreed schedule.
- Include the partner logo lock-up and standard text on all print materials related to the partnership.
- Partners will share a proof of all print materials for approval by both organisations in advance of printing.

### Website and e-newsletters

- Partners will include the partner logo lock-up, link to [www.cpahq.org](http://www.cpahq.org) and standard text on web pages or e-newsletters related to the partnership.
- The CPA will reciprocate this arrangement by including the partner logo lock-up, link to your URL and your standard text on all web pages or e-newsletters related to the partnership.

### Social media

- Partners will include the partner logo lock-up and link to [www.cpahq.org](http://www.cpahq.org) on social media channels carrying partnership information.
- The CPA will reciprocate this arrangement by including the partner logo lock-up link to your URL and your standard text on social media related to the partnership.

### Photographs

- Both partners will share all images related to the partnership for use by both parties in publicity.

### Audio and video

- Both partners will also share all audio and video material (including podcasts) related to the partnership for use by both parties in publicity.

For any enquiries regarding the use of the CPA logo by partners please contact the CPA Headquarters Secretariat via [communications@cpahq.org](mailto:communications@cpahq.org).

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Contact [communications@cpahq.org](mailto:communications@cpahq.org) for further information.

