SOUTH EAST LOCAL ENTERPRISE PARTNERSHIP
MASTER BRAND GUIDELINES **APRIL 2017**

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01
INTRODUCTION

The South East Local Enterprise Partnership (LEP) is the business–led, public/private body established to drive economic growth across East Sussex, Essex, Kent, Medway, Southend and Thurrock.

Stretching along the coast from Harwich to Peacehaven, the market towns, small cities, coastal communities, and villages of the South East LEP area offer an exceptionally diverse choice of places to live and work. With nine ports, high speed rail links, and national and regional airport capacity, we are the most significant economic gateway and strategic route between mainland Europe, London, the rest of the country with access to global destinations. We are also home to eight major universities with internationally renowned research and teaching strengths.

The following pages contain essential information on our identity and how to present it in the best way.

PROGRESSIVE .
DYNAMIC .
FUTURE–ORIENTED .
PROFESSIONAL .

02
LOGO: FULL COLOUR

The South East LEP signature mark symbolises partnership, with six lines representing each of the regions — East Sussex, Essex, Kent, Medway, Southend and Thurrock.
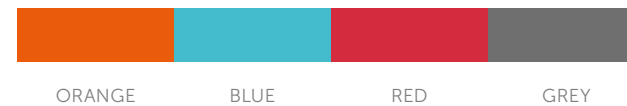
FULL COLOUR

The Primary logo is a horizontal lockup of the full–colour mark and the logotype set in Blue and Grey.

Please ensure you use the Primary logo in both online and print at all times. Use the Monochrome versions only when use of colour is restricted.

To ensure legibility, use the Primary logo on dark when applying the logo to dark backgrounds.

PRIMARY LOGO

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

ORANGE	BLUE	RED	GREY

PRIMARY LOGO ON DARK

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

ORANGE	BLUE	RED	OFF–WHITE

03
LOGO: MONOCHROME

Use solid black and white logos only where colour restrictions apply. For example, if only one colour is available for printing.

In rare instances the Monochrome logo may be used instead of the Primary logo to aid legibility.

MONOCHROME BLACK

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

MONOCHROME WHITE

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

04
LOGO: ACCENT

Accent colour logos are meant to be used internally. For publicity, please use the Primary logo.

If using a dark background colour, use the corresponding version created specifically for that purpose.

ACCENT RED

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

ACCENT BLUE

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

ACCENT ORANGE

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

ACCENT BLUEBERRY

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

ACCENT ORANGE ON DARK

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

ACCENT BLUE ON DARK

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

05
LOGO WITH STRAPLINE

The strapline sits to the right of the
South East LEP logo and occupies the full height
of the brand name.

Museo Sans 500 is used for the strapline.

Both the strapline and separator are set in Blue.

PRIMARY LOGO WITH STRAPLINE

PRIMARY LOGO ON DARK WITH STRAPLINE

MONOCHROME LOGO WITH STRAPLINE

06
LOGO CLEAR SPACE AND MINIMUM SIZE

To gain maximum visibility the logo should maintain a minimum area of clear space around it. This area should be free of any graphics and text.

To ensure clarity and legibility, make sure the logo size doesn't go below the recommended width indicated below.

CLEAR SPACE — PRINT

In printed media, the clear space around the logo is 'X'. It equals the height of the last two rows of the logotype.

CLEAR SPACE — ONLINE

The preferred amount of clear space around the logo should be 12px or more for online use.

CLEAR SPACE

X   X

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP   X

X   X

MINIMUM SIZE ONLINE

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

150 PX

MINIMUM LOGO SIZE — ONLINE

No smaller than 150px in width for online use.

MINIMUM SIZE PRINT

SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

35 MM

MINIMUM LOGO SIZE — PRINT

Ensure a minimum size of 35mm in width for all print materials.

07
LOGO MISUSE

The South East LEP logo is an official visual representation of the company. Altering the logo in any way ruins the integrity of the brand.

Make sure to use the approved logo files at all times and follow the guidelines.

• Always use the full colour version of the logo.

• Only use the proportions and colour combinations provided in the guide.

• The solid black and white versions can only be used if colour isn't an option.

Do not distort, skew, rotate or scale the logo. The proportions should not be altered.

Do not apply shadow, stroke, glow or any other stylistic effects.

Do not change the proportions or position of elements within the logo.

Do not alter the colours of the logo or change their order. Use only the colours provided.

Do not put the logo on top of an object.

Do not use background colours of the same value as logo elements.

08
CO–BRANDING

When using the South East LEP logo as a co–branded element it should be sized in relation to the other logos.

Please ensure that the logo is not smaller than the advised minimum size of 35mm for print and 150px for online.
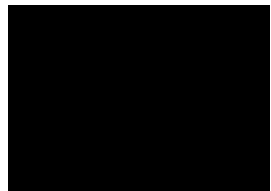
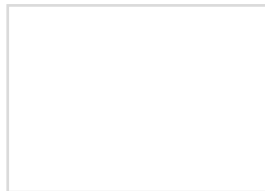**VERTICAL STACK**

HORIZONTAL STACK

09
COLOUR PALETTE

The brand colours provided in this section were carefully selected to represent the core values of our company. Using a consistent colour palette across all media will ensure that the brand is memorable and recognisable.

Dark grey is strongly adviced for body copy to add a more refined look and ease readability.

When using Blueberry as a background colour, set the body copy in Off–white and sub–headings in Cool Grey.

RED
C=10 M=94 Y=69 K=2
RGB 212 43 63
#D32B3E

ORANGE
C=0 M=75 Y=100 K=0
RGB 234 91 12
#EA5A0B

BLUE
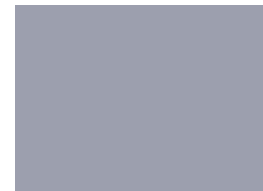C=66 M=0 Y=21 K=0
RGB 68 188 205
#43BBCC

BLUEBERRY
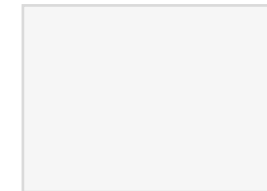C=75 M=66 Y=49 K=52
RGB 57 57 68
#383944

DARK GREY
C=0 M=0 Y=0 K=90
RGB 60 60 59
#3C3C3B

GREY
C=0 M=0 Y=0 K=70
RGB 112 111 111
#6F6F6E

BLACK
C=0 M=0 Y=0 K=100
RGB 0 0 0
#000000

WHITE
C=0 M=0 Y=0 K=0
RGB 255 255 255
#FFFFFF

COOL GREY
C=40 M=30 Y=20 K=10
RGB 156 159 174
#9CA0AE

OFF–WHITE
C=0 M=0 Y=0 K=5
RGB 246 246 246
#F5F5F5

10
CORNER GRAPHIC

The corner graphic can be used as part of a background in presentations, documents and printed material. It uses the same shapes as the logo but with a graident and different colour order.

In no circumstances should the corner graphic be used instead of the South East LEP logo.
It is only used for decorative purposes.

SPECIFICATIONS

The graphic is placed in the corner of the document page with all six lines being at least partially visible. It can be placed in any of the four page corners with corresponding rotation applied.

The colour order in the graphic always starts with Blue which alternates with a Red–Gradient Orange colour (see gradient specifications on the right).

GRADIENT

RED
C=10 M=94 Y=69 K=2
RGB 212 43 63
#D32B3E

GRADIENT ORANGE
C=0 M=50 Y=100 K=0
RGB 243 146 0
#F39200

Corner graphic usage example.

11
TYPOGRAPHY

Please avoid using Museo for body copy.

ALIGNMENT

To ensure legibility, the text copy should always be aligned left. Right alignment is allowed only if required by the design. Avoid center align.

KERNING

For a better look, use Optical kerning on headers and sub–heads in all Adobe applications.

LEADING

In Adobe applications, the preferred leading should be font size + 2.5 points or more.

ALTERNATIVE TYPEFACES

Museo and Tisa Sans Pro is the preferred font combination. Alternatively, the following sans serif fonts can be used: Helvetica, Arial and Open Sans.

LOGOTYPE

Museo 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

STRAPLINE

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HEADER

Museo 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SUB–HEADER AND BODY

Tisa Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

12
TYPOGRAPHY

HEADER

Museo 300 — 20 pt

SUB–HEADER

Tisa Sans Pro Regular — 10 pt, all caps

BODY COPY

Tisa Sans Pro Regular — 12 pt

ON WHITE BACKGROUND

Lorem ipsum dolor sit amet

AN HIS PRIMA INTERPRETARIS .

An deserunt laboramus posidonium ius, verterem intellegebat comprehensam ad mei, mei no ferri diceret molestiae. Expetenda dissentias at quo. Eu usu quidam apeirian consectetuer. Id his atqui causae, vim novum democritum reprehendunt ea. No prompta lucilius consectetuer his, brute laoreet temporibus duo et.

ON DARK BACKGROUND

Lorem ipsum dolor sit amet

AN HIS PRIMA INTERPRETARIS.

An deserunt laboramus posidonium ius, verterem intellegebat comprehensam ad mei, mei no ferri diceret molestiae. Expetenda dissentias at quo. Eu usu quidam apeirian consectetuer. Id his atqui causae, vim novum democritum reprehendunt ea. No prompta lucilius consectetuer his, brute laoreet temporibus duo et.

13
ICONS

The following icons represent the different areas of South East LEP activity. The simple iconographic style makes them comprehensible and easy to apply in a variety of ways.

The icon are provided in Black, White, Grey and Blueberry to be used on different backgrounds.

|						
RURAL	SKILLS	THAMES GATEWAY	TOURISM	BUSINESS ENGAGEMENT	COASTAL	COMMERCIAL PROPERTY DEVELOPMENT
GROWTH	HOUSING	RESEARCH AND COMMERCIALISM	TRANSPORT AND INFRASTRUCTURE	CREATIVE AND CULTURAL INDUSTRIES	DIGITAL INFRASTRUCTURE	FUNDING

14
LETTERHEAD

When placing the logo on standard paper sizes, it can sit in any of the four corners of the page, however it will look at its best in the top left corner.

Please use the table below for suggested logo sizes and clear space.

PAPER SIZE	LOGO WIDTH	CLEAR SPACE
A4 P	58 mm	12 mm
A4 L	58 mm	12 mm
A5 P	50 mm	10 mm
A5 L	50 mm	10 mm

A4 L

A4 P

A5 P
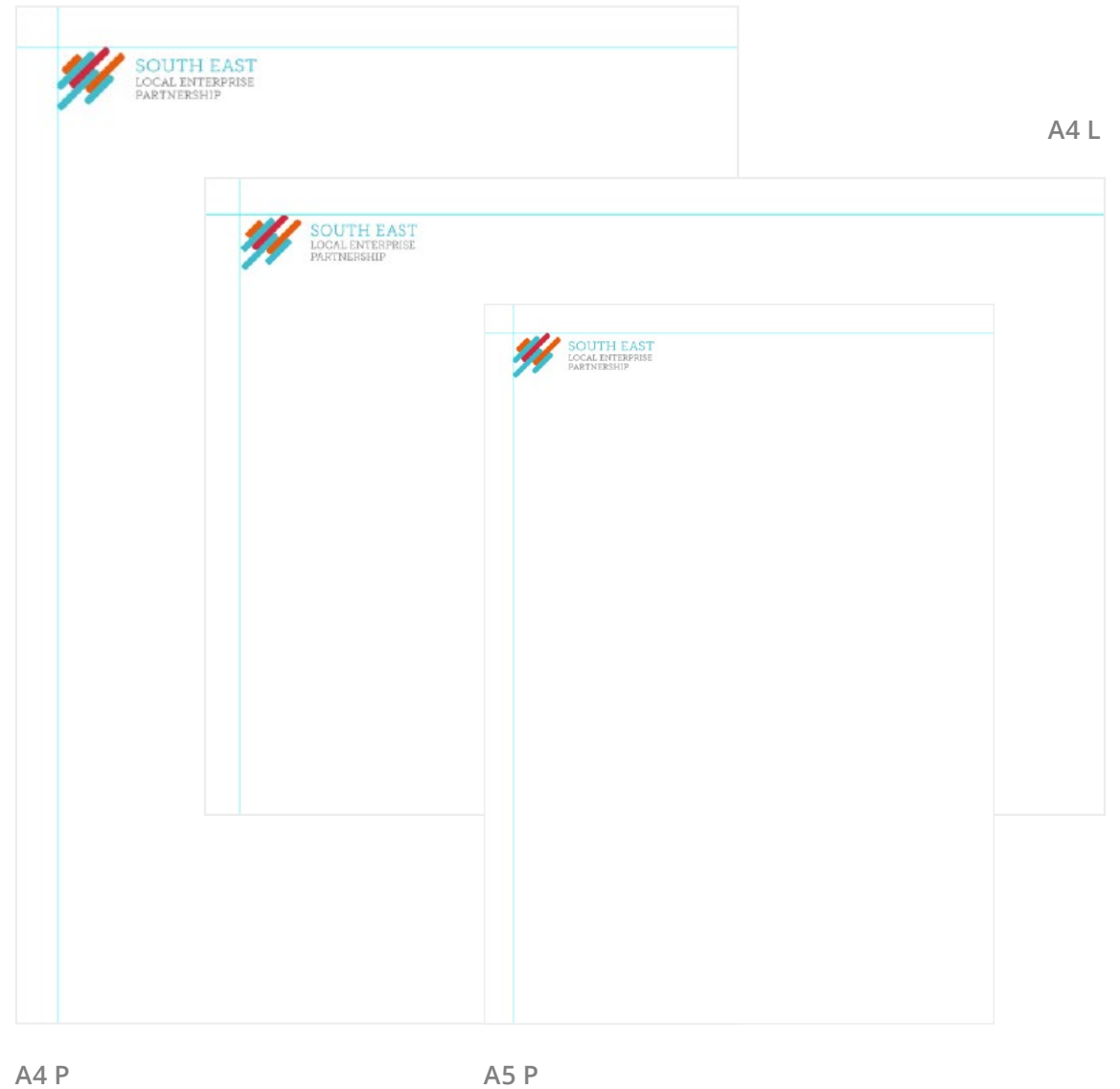
SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

THE MOST
ENTERPRISING
ECONOMY
IN ENGLAND