



# **llep brand guidelines**

**April 2020**



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# llep logo



The LLEP is a trademarked brand, and our logo should only be used with prior consent.

The logo must be used in full colour, on a white background, wherever possible.

The 'initials' of the logo should not be used in isolation. The elements should be used in the same proportions and relation to each other as shown here, and the logo should never be re-drawn.



If the logo is to be reversed, it should be set against the corporate blue where possible.

Where this is not possible, care should be taken to ensure that all elements can be clearly read and that enough contrast is used, particularly against the green elements.

# llep logo



The monotone version of the logo (or reversed white version) should only be used where colour reproduction is not possible.



The exclusion area is the area around the logo that must always be left blank. This is to allow the logo to stand out, free of interference from other information.

The area is defined as the width across the uprights of the two Ls (LL).



Exclusion area = LL

# improper usage



The LLEP logo should be used properly at all times. Always use the master artwork, obtained from the LLEP communications team. Do not attempt to recreate, redraw or adjust the LLEP logo.

The illustrations shown on this page are examples of what NOT to do, and are illegal recreations of a trademark.



Do not distort



Do not crop



Do not adjust colours



Do not skew



Do not outline



Do not rearrange

# strapline



The LLEP strapline exists to encapsulate the purpose of the LLEP in as few words as possible. Our organisation is committed to creating a prosperous economy for those that work, live and do business in Leicester and Leicestershire. To that end, our strapline is simply:

## "creating economic prosperity"



The strapline should usually be used as shown, arced around the LLEP initials of the logo.



Where this is not possible, for example due to space restrictions or concerns over contrast and legibility, the strapline may be displayed below the logo.



The logo may be displayed without the strapline if absolutely necessary. This may be appropriate when using the logo in a very small space, where legibility is an issue.

# skyline



The LLEP Skyline is a branding element that can be used as a footer or decorative element in the design of marketing materials or online.

It is left to the designer to choose the most appropriate version for their needs.

The guidelines on improper usage apply to the Skyline. It should be used as seen here, and not altered or redrawn in any way.



LLEP Skyline - blue

LLEP Skyline - green



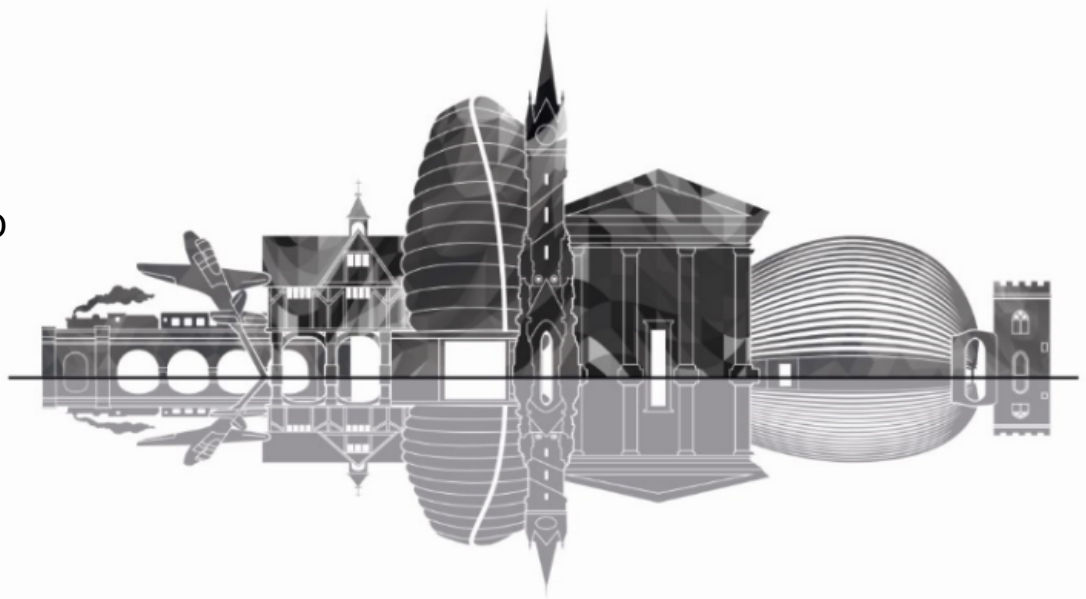


# skyline



LLEP Skyline -  
full colour

LLEP Skyline - mono





# colour palette



Pantone 286  
C100, M70, Y0, K0  
Hex: #005bab  
RGB: R0, G91, B171

75% opacity

50% opacity

25% opacity

Pantone 3561 C  
C43, M0, Y100, K24  
Hex: #6ec300  
RGB: R110, G195, B0

75% opacity

50% opacity

25% opacity

Pantone 166-11 C  
C0, M2, Y36, K14  
Hex: #dbd68d  
RGB: R219, G214, B141

75% opacity

50% opacity

25% opacity

Pantone Black  
C0, M0, Y0, K100  
Hex: #000000  
RGB: R0, G0, B0

75% opacity

50% opacity

25% opacity

# font



Segoe UI is the main corporate font. It is clean, distinctive and modern. It can be used in written and printed documents and email communications. Decisions about which weight to use in any given context will be left to the designer.

## Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Segoe UI Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Segoe UI Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Segoe UI Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# font



Open Sans is the secondary corporate font. it can be used in online publications, web pages etc, or in any situation where Segoe UI is unavailable. It is a very close substitute for Segoe UI and has a similar family of weights. Decisions about which weight to use in any given context will be left to the designer.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

**Open Sans Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890**

**Open Sans Extra Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890**

# brand protocols



## **Trademark**

The LLEP and the Business Gateway Growth Hub are trademarked brands and as such, our logos and names should not be used without consent. Neither should the logo be misused as per the directions above.

## **Using our logos in joint projects**

When using our logos on a document, it should ideally be positioned in the top right hand corner, where at all possible.

It is recognised that this is not always possible and in instances where space is constrained or there are several partner logos, the LLEP or Business Gateway logo can be treated the same as, and positioned with the other logos.

The logo must be of equal size to all other partner logos where the LLEP or Business Gateway plays an equally important role.

The use and treatment of the logos must be in accordance with the guidelines set out previously.

## **Which brand to use**

Largely speaking, the Business Gateway brand should always be used with the audience is SME businesses or the project is Business Gateway-driven. Brand guidelines for the Business Gateway Growth Hub are available on request.

The LLEP branding should be used at all other times. This is subject to LLEP's discretion.

If there are any uncertainty over the use of the logos, please contact us.

**For more information, or to obtain permission to use  
the LLEP branding, contact:**

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