

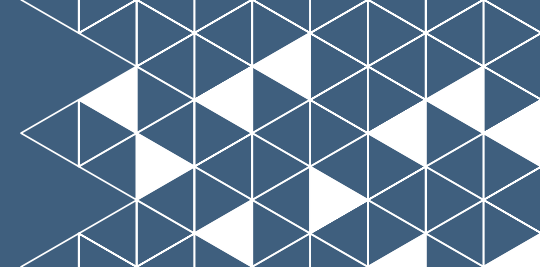


heart of the south west
Growth Hub

A brief introduction
to the brand

February 2016

1 The identity: main branding



The 'main' version
– for use on white or
light colour backgrounds



The 'light' version – for use
on dark colour backgrounds

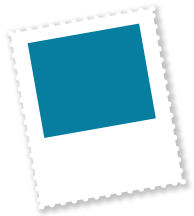
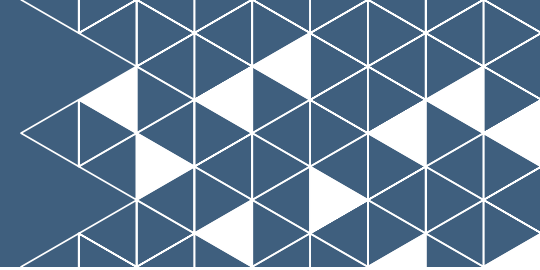


2 The identity: secondary branding

The 'triangles' – these can be placed in any position and in any combination or colour order, and are used to enhance or provide additional visual interest.

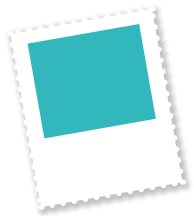


3 The colours: primary palette



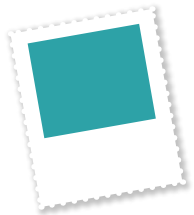
Main Blue:

CMYK: 83% cyan, 34% magenta, 25% yellow, 8% black
Hex: #077e9f



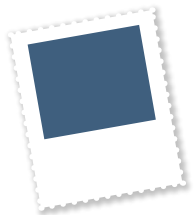
Main Green:

CMYK: 70% cyan, 0% magenta, 30% yellow, 0% black
Hex: #31b7bc



Dark Green:

CMYK: 70% cyan, 0% magenta, 30% yellow, 16% black
Hex: #2da2a7



Dark Blue:

CMYK: 67% cyan, 37% magenta, 10% yellow, 45% black
Hex: #3f5f7e



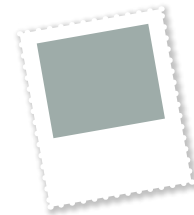
Light Blue:

CMYK: 51% cyan, 0% magenta, 22% yellow, 0% black
Hex: #85cccf



Light Green:

CMYK: 22% cyan, 2% magenta, 11% yellow, 0% black
Hex: #d1e7e7



Grey:

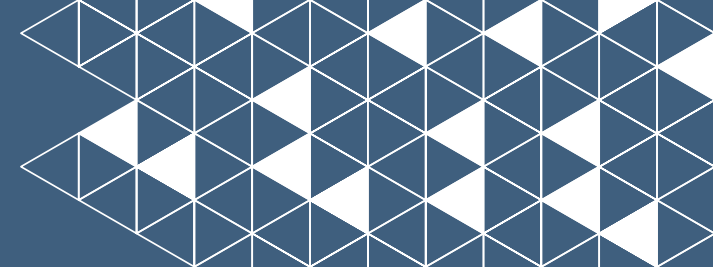
CMYK: 33% cyan, 15% magenta, 23% yellow, 20% black
Hex: #9eaca9



Orange:

CMYK: 0% cyan, 70% magenta, 94% yellow, 0% black
Hex: #ec671c

4 The fonts: main typefaces



Titles: BPreplay Regular

Body copy family:

FS Albert Regular – abcdefghijklmnopqrstuvwxyz

FS Albert Bold – abcdefghijklmnopqrstuvwxyz

FS Albert Extra Bold – abcdefghijklmnopqrstuvwxyz

For all other applications where these fonts are not available, use the Calibri family

5 The partners: logo inclusion



The logos below must be included at the base of all marketing collateral, and in the order shown



The 'heart of the south west local enterprise partnership' logo should be of a minimum 40mm width



The crest on the 'Department for Business Innovation & Skills' logo should be of a minimum 5mm width