



Brand identity guidelines

September 2009

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1. Introduction

Welcome to North East Social Enterprise Partnership brand identity guidelines.

These guidelines have been designed to provide you with information on what the North East Social Enterprise Partnership brand stands for and it contains information on all of the core visual identity standards - such as the logotype, colour palette and typeface family.

Following the guidelines ensures that all material produced for North East Social Enterprise Partnership is consistent, professional and recognisable as a brand.

2. Brand qualities

2.1 Description

The North East Social Enterprise Partnership represents and promotes social enterprise in the North East region.

It is helping to deliver positive economic, social and environmental change.

[See page 20 for how part of this description may be used as a strapline.]

2.2 Core values

The brand is built on, and aims to communicate, the following core values.

- Ethical enterprise and entrepreneurship
- Inclusivity – social/economic inclusion and inclusive governance
- Sustainability – enterprises and the environment
- Co-operation, participation and partnership
- Openness, transparency and honesty

2.3 Working principles

The work that the North East Social Enterprise Partnership does and the services it provides are guided by the following principles:

- **Putting social enterprise first:**

Everything the North East Social Enterprise Partnership does should represent, support or promote social enterprise

- **Being a trusted source:**

The information North East Social Enterprise Partnership provides and disseminates must be accurate, appropriate and accessible

- **Making connections:**

Creating an environment where it is easy for social enterprises, development/infrastructure organisations and clients, customers and supporters to engage with each other will lead to a stronger, more sustainable social enterprise sector

- **Being transparent:**

It must be immediately apparent what North East Social Enterprise Partnership does, why it does it, and who decides what it does

2.4 Personality

People should feel that the North East Social Enterprise Partnership is

- Helpful, approachable and easy to work with
- Intelligent, knowledgeable and experienced
- Reliable, efficient and professional
- Committed, values-driven and ethical

3. Visual identity standards

3.1 Logotype - full colour

At the centre of the North East Social Enterprise Partnership brand identity is the logotype.

As with all logotypes, it has been specially drawn and must not be recreated or altered in any way.

See page 17 for full colour specifications.



3.2 Logotype - monochrome

The colour version should be used as a matter of priority, however, when colour is not available, or if you're printing a two colour item and one of the specified colours is black then the monochrome version of the logotype should be used.



3.3 Logotype - reversed out version

In some cases it may be preferable to produce the logotype reversed out of a solid colour. In these instances use the white version of the logotype, shown to the right.

If using the reversed out version, use it against a dark background. This logo version cannot be used against a background that is light in colour or features a high amount of detail as this will cause the reversed out version to lose its visual strength.



3.4 Logotype - exclusion zone

To maintain the integrity of the logotype, and enable it to stand out clearly in any given situation, there are rules governing the space around it. This space is known as the 'exclusion zone'.

The minimum exclusion zone around the North East Social Enterprise Partnership logotype is always the same width as the depth of the letter 'N'. So if the depth of the letter 'N' is 19mm the exclusion zone is 19mm.

The exclusion zone applies to the position of the logotype in relation to items like: text, images, photographs, icons, symbols, and other logos.



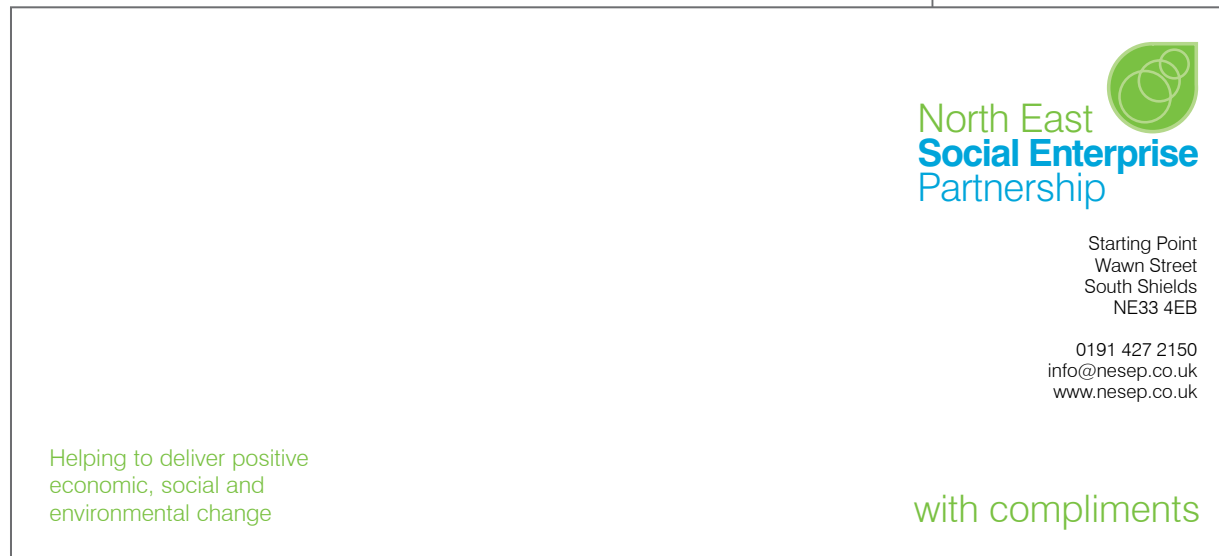
3.5 Logotype - minimum size

The logotype should not be reproduced smaller than 3.0cm x 1.8cm



3.6 Logotype - position

Wherever possible the logotype should be positioned in the top left of documents, signs, screens etc. The symbol should 'point' to the top right corner of the page, as shown in these examples.



North East
Social Enterprise
Partnership

Starting Point
Wawn Street
South Shields
NE33 4EB

0191 427 2150
info@necip.co.uk
www.necip.co.uk

Helping to deliver positive
economic, social and
environmental change

with compliments



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Social Enterprise
Partnership

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The North East Social Enterprise Partnership Limited is a company limited by guarantee, registered in England and Wales no 4552513

3.7 Logotype - don'ts

It is vital that the integrity of North East Social Enterprise Partnership visual identity is not compromised by unprofessional or inappropriate use.

- The logo must not be stretched or distorted in any way.
- There should always be a high contrast between the logo and its background.
- The logo should not be reproduced in different colourways.
- The logo should not be modified.



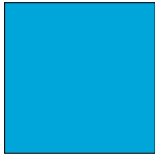
3.8 Colour palette

The primary colour palette is formed from colours used within the North East Social Enterprise Partnership logo.

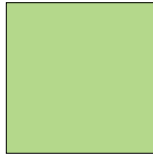
These colours should be used as the main colours on promotional material where possible.

In addition the secondary colour palette is used to extend the range of colour options.

Primary Colours



R: 0 , G: 152, B: 209
 C: 100, M:0, Y:5, K:5
 Hexidecimal colour:
 #0098d1



R: 192 , G: 214, B: 132
 C: 32, M:0, Y:59, K:0
 Hexidecimal colour:
 #c0d684

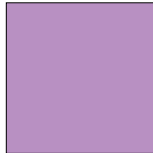


R: 131 , G: 184, B: 25
 C: 57, M:0, Y:100, K:0
 Hexidecimal colour:
 #83b819

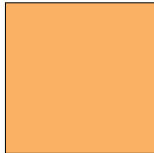
Secondary Colours



R: 0 , G: 110, B: 171
 C: 100, M:30, Y:0, K:20
 Hexidecimal colour:
 #006eab



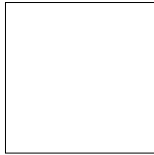
R: 193, G: 152, B: 194
 C: 27, M:47, Y:0, K:0
 Hexidecimal colour:
 #c198c2



R: 248, G: 181, B: 93
 C: 0, M:35, Y:69, K:0
 Hexidecimal colour:
 #f8b55d



Black
 R: 0 , G: 0, B: 0
 C: 75, M:68, Y:67, K:90
 Hexidecimal colour:
 #000000



White
 R: 255 , G: 255, B: 255
 C: 0, M:0, Y:0, K:0
 Hexidecimal colour:
 #FFFFFF

3.9 Typefaces

Headings:

Swis721 Bt Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@™\$%^&*(){}“”‘’?.,**

Body text:

Swis721 Lt Bt Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@™\$%^&*(){}“”‘’?.,

3.9 Typefaces - alternative

If the Swis721 fonts are not available, then the following fonts should be used.

Headings: Arial Bold

Body text: Arial

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@™\$%^&*(){}“”“”?.,**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@™\$%^&*(){}“”“”?.,

3.10 Strapline

The brand strapline is

Helping to deliver positive economic, social and environmental change.

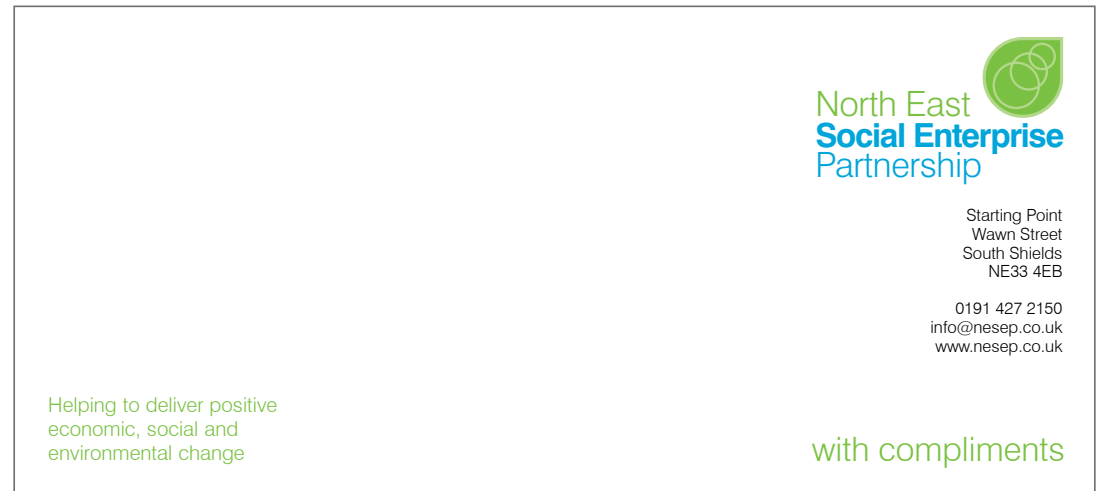
The strapline is optional, and the logotype may be used without it.

The position of the strapline may vary.

It must always be reproduced in one of the brand colours and typefaces as shown in these examples.



Business card



Compliments slip



Banner heading for website or e-newsletter

4. Layouts and use of images

4.1 Accessibility

All communications should be made as accessible as reasonably possible to all members of the target audiences, including those with disabilities and impairments. This is especially important because many social enterprises work with disabled and disadvantaged people.

The North East Social Enterprise Partnership's website will conform to the latest W3C accessibility guidelines. Where necessary, downloadable documents will be made available in an alternative clear print version recommended by the RNIB.

Key documents should include a statement indicating that the document is available in alternative formats (eg, clear print, braille and easyread) on request.

Layouts

The North East Social Enterprise Partnership must follow good accessibility standards, and therefore simple, neat layouts must be used at all times.

Mostly the background colour should be white. The colours from the brand palette may be used as a background colour for emphasis (for example an information box).

Background effects or watermarks should never be used.

4.2 Layout example - leaflet

Fonts

Heading 1: Swis721 BT Bold, 17pt

Heading 2: Swis721 Lt BT Light, 14 pt

Body text: Swis721 Lt BT Light, 10.5 pt, leading 13.7 pt

Caption text: Swis721 Lt BT Light, 8 pt

Quotes: Swis721 BT Roman, 24 pt

Contact details: Swis721 Lt BT Light, 10 pt

Margins

Top: 2cm Left: 1cm Right: 1cm Bottom: 1cm

Alignment

Headings and body text align left

Quotes align right

No hyphenation





Helping to deliver positive economic, social and environmental change

Nullam at mauris tellus
Maecenas turpis purus, dapibus et convallis a, molestie id mi

Pellentesque lectus eros, vulputate eu sollicitudin a, dignissim eget orci. Praesent elementum, purus sit amet condimentum tristique, diam eros fringilla velit, at sagittis odio justo dignissim elit. Aliquam malesuada elit vel mi lacinia eget aliquam nisi pharetra.

In vitae neque urna, a molestie dui. Praesent sem augue, blandit nec blandit ut, volutpat scelerisque magna. Vestibulum quis orci mauris. Maecenas accumsan dignissim ipsum, eget facilisis mauris



Phaselius pellentesque porttitor posuere.

Pellentesque habitant
senectus et netus et malesuada

Fames ac turpis egestas. Fusce venenatis rutrum ipsum, at varius mi malesuada vitae. Fusce in turpis id justo viverra ultrices.

“Nulla vel odio sed enim hendrerit imperdiet a sit amet libero. Sed non lorem leo”

Morbi porta dia
quis porttitor turpis mattis

Aenean at leo vel sapien fringilla lacinia sed id odio. Cras vitae ullamcorper eros. Aenean sem arcu, tempor et pellentesque a, pharetra eget sem. Nulla in enim eu justo consequat tristique semper posuere leo. Donec congue lorem id est consectetur fermentum. Proin viverra faucibus leo, non viverra odio tempus eu. In vitae felis malesuada velit mollis porttitor consectetur ut arcu. Nunc ac massa non lectus imperdiet iaculis ut sit amet purus. Sed vel purus purus. Pellentesque placerat commodo risus elementum feugiat.

In non justo quis ante egestas fringilla. Vestibulum sem nibh, tincidunt ut cursus at, eleifend et nulla. Cras ac lectus lacus. Cras imperdiet porttitor porta. Vestibulum velit augue, aliquam eu sodales vitae, placerat id nibh. Donec sed dui pulvinar quam molestie bibendum sit amet et erat. Ut non orci sem. Suspendisse nec nunc quis eros tincidunt ut cursus.

“Pellentesque molestie arcu ut nibh facilisis porta”




Phaselius pellentesque porttitor posuere.

Sed dapibus sapien nec neque vestibulum non tincidunt dui mattis. Aliquam ullamcorper varius fringilla. Pellentesque sit amet mi egestas risus tempus scelerisque. Mauris augue neque, auctor eget volutpat et, lacinia facilisis purus. Sed sollicitudin libero vitae metus tempus interdum. In hendrerit viverra tortor nec dignissim. Pellentesque sit amet mi egestas risus tempus

4.3 Use of images

Images used in North East Social Enterprise Partnership communications material should positively depict social enterprise by showing people working together where possible.

Pictures should be captioned wherever possible.

Text should never 'wrap around' images.

Where possible pictures should appear with rounded corners as shown in the examples.



Caption here



Caption here



Caption here

4.3 Use of images - alternative

As a variation, pictures can be reproduced in the shape of the logotype symbol, as shown in the examples.



Caption here



Caption here



Caption here