

llep brand guidelines

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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

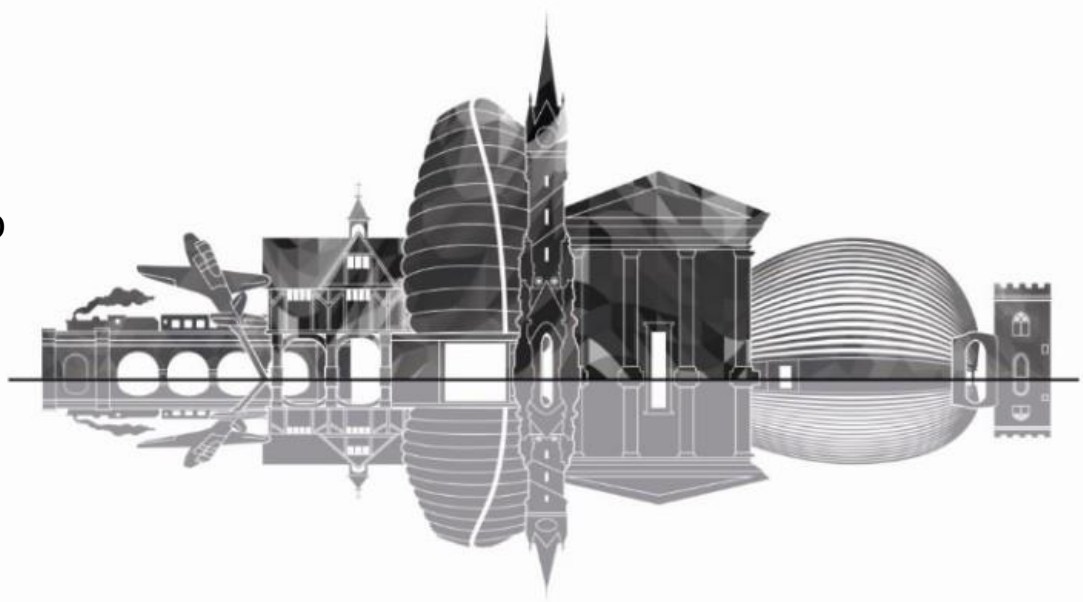


skyline



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



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 Logo is a trademarked brand and as such, our logo and name should not be used without consent. Neither should the logo be misused as per the directions above.

Using our logo in joint projects

When using our logo 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 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 plays an equally important role.

The use and treatment of the logo must be in accordance with the guidelines set out above.

Which brand to use - LLEP or Business Gateway Growth Hub

Largely speaking, the Business Gateway brand should always be used when 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, specifically when the communications are related to economic strategy and investment. This is subject to LLEP's discretion.

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

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

LLEPComms@llep.org.uk

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