BRAND GUIDELINES

WEST OF ENGLAND
Combined Authority

West of England
LOCAL ENTERPRISE PARTNERSHIP

Invest
BRISTOL + BATH

West of England
GROWTH HUB

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OUR LOGOS

The following pages introduce the various logos and how to use them.

CORE LOGOS

The West of England Combined Authority (WECA) is the overarching brand logo with three distinct sub-brands:

- West of England Local Enterprise Partnership (LEP)
- Invest Bristol + Bath (IBB)
- West of England Growth Hub (GH)

WEST OF ENGLAND
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LOGO VARIATIONS

For each logo there are the following variations.
Each logo is available in the following formats: EPS, JPEG, PNG.

RGB

CMYK

Black

White

LOGO USAGE (RGB/CMYK VERSIONS)

The following logo usage is allowed / not allowed, the example is show for overarching brand logo but applied to all logos

Only use this version on a white background

Never use this version on a coloured background or image background

Never adjust this version to work on a coloured background or image background

LOGO USAGE (BLACK VERSIONS)

The following logo usage is allowed / not allowed, the example is show for overarching brand logo but applied to all logos

Only use this version when the logo needs to be used on top of a light colour or light simple image

Never use this version on a dark colour, complex, or dark image

This version can be used in the brand dark blue colour but no other colour and only then on a white background

LOGO USAGE (WHITE VERSIONS)

The following logo usage is allowed / not allowed, the example is show for overarching brand logo but applied to all logos

Only use this version when the logo needs to be used on top of a dark colour or dark simple image

Never use this version on a light colour, complex, or light image

This version can only be used in white

LOGO SIZES

The minimum size of all logos is 15mm high.

Ideal size at A5 of all logos is 17mm.

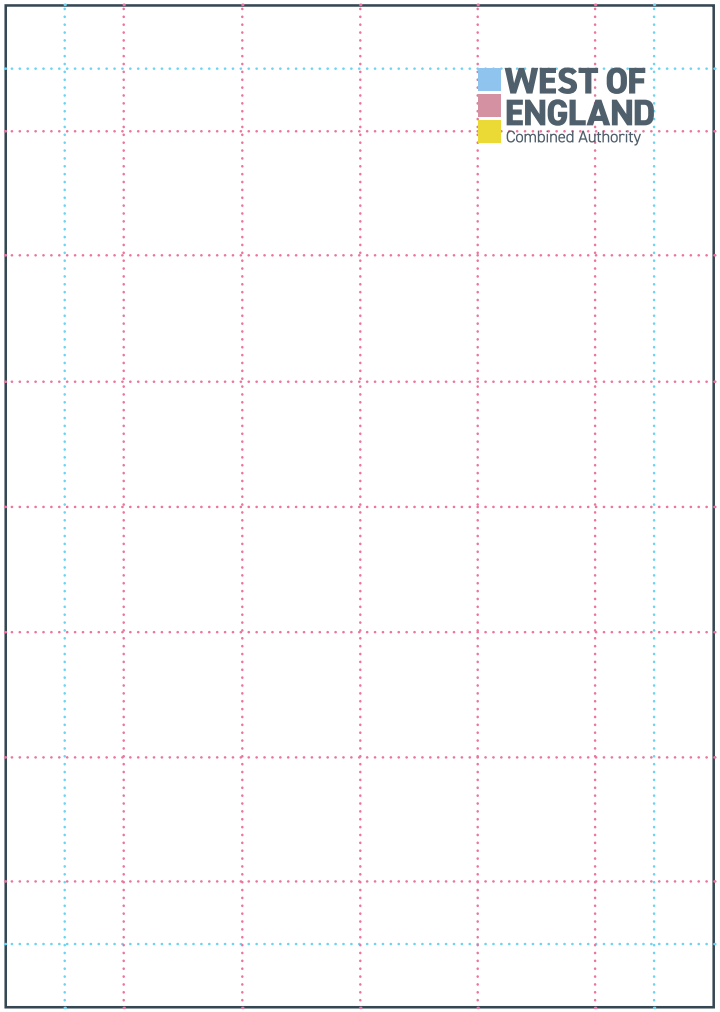
Ideal size at A4 of all logos is 23mm.

LOGO EXCLUSION ZONES

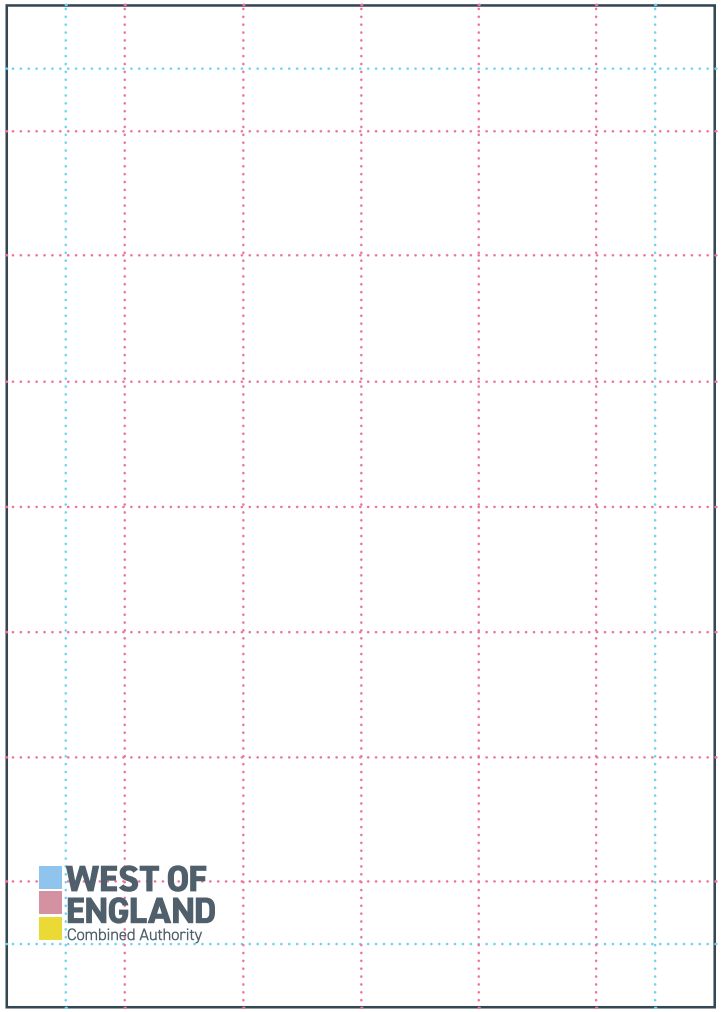
The exclusion zone for each logo is shown below in grey.

LOGO POSITIONING

On any communications where the logo is the dominant brand it should be top right.



On any communications where the logo/brand has a supporting role, it should be bottom left.



SUPPORTING BRAND ELEMENTS

The following pages introduce the various brand elements and how to use them.

CORE TYPEFACE

The core typeface is DIN 2014 and the two key weights to use are Demi and Light.

DIN 2014 Demi:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN 2014 Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBSTITUTE TYPEFACE

If you cannot use Din2014, the substitute typeface is:

Trebuchet Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPE STYLE

Main headings:
All main headings should be upper case Din 2014 Demi (or Trebuchet Bold).

DIN 2014 Demi:

THIS IS HOW HEADINGS SHOULD LOOK

Trebuchet Bold:

THIS IS HOW HEADINGS SHOULD LOOK

Body Copy (Din 2014):
All body text should be sentence case Din 2014 Light (or Trebuchet Regular), with sub headings being sentence case Din 2014 Demi (or Trebuchet Bold). All type should be a minimum size of 12pt and ranged left.

Body Copy (Trebuchet):
All body text should be sentence case Din 2014 Light (or Trebuchet Regular), with sub headings being sentence case Din 2014 Demi (or Trebuchet Bold). All type should be a minimum size of 12pt and ranged left.

COLOUR PALETTE

Brand core colours.

Dark blue
R:53 G:71 B:83
C:91 M:44 Y:30 K:57
Hex: 354753
PMS 2168 C

Blue
R:107 G:212 B:242
C:53 M:0 Y:10 K:0
Hex: 6bd4f2
PMS 2915 C

Pink
R:237 G:116 B:157
C:0 M:66 Y:9 K:0
Hex: ed749d
PMS 224 C

Yellow
R255: G:217 B:0
C:0 M:12 Y:100 K:0
Hex: ffd900
PMS 116 C

Green
R:121 G:222 B:204
C:50 M:0 Y:32 K:0
Hex: 79decc
PMS 333 C

Brand muted colours (these are only to be used when the bright or grey colours would be inappropriate)

Muted Blue
R:150 G:187 B:200
C:41 M:0 Y:9 K:22
Hex: 96bbc8
PMS 5425 C

Muted Pink
R:218 G:163 B:174
C:0 M:41 Y:13 K:19
Hex: daa3ae
PMS 7633 C

Muted Yellow
R:206 G:190 B:131
C:2 M:7 Y:47 K:25
Hex: cebe83
PMS 7502 C

Muted Green
R:160 G:187 B:175
C:29 M:0 Y:23 K:28
Hex: a0bbaf
PMS 5575 C

COLOUR USAGE (WECA)

WEST OF ENGLAND
Combined Authority

Core colour:

Dark blue
R:53 G:71 B:83
C:91 M:44 Y:30 K:57
Hex: 354753
PMS 2168 C

Supporting colours:

Blue
R:107 G:212 B:242
C:53 M:0 Y:10 K:0
Hex: 6bd4f2
PMS 2915 C

Pink
R:237 G:116 B:157
C:0 M:66 Y:9 K:0
Hex: ed749d
PMS 224 C

Yellow
R255: G:217 B:0
C:0 M:12 Y:100 K:0
Hex: ffd900
PMS 116 C

Green
R:121 G:222 B:204
C:50 M:0 Y:32 K:0
Hex: 79decc
PMS 333 C

Brand muted colours (these are only to be used when the bright or grey colours would be inappropriate)

Muted Blue
R:150 G:187 B:200
C:41 M:0 Y:9 K:22
Hex: 96bbc8
PMS 5425 C

Muted Pink
R:218 G:163 B:174
C:0 M:41 Y:13 K:19
Hex: daa3ae
PMS 7633 C

Muted Yellow
R:206 G:190 B:131
C:2 M:7 Y:47 K:25
Hex: cebe83
PMS 7502 C

Muted Green
R:160 G:187 B:175
C:29 M:0 Y:23 K:28
Hex: a0bbaf
PMS 5575 C

COLOUR USAGE (LEP)

West of England
LOCAL ENTERPRISE PARTNERSHIP

Core colours:

Dark blue
R:53 G:71 B:83
C:91 M:44 Y:30 K:57
Hex: 354753
PMS 2168 C

Green
R:121 G:222 B:204
C:50 M:0 Y:32 K:0
Hex: 79decc
PMS 333 C

Supporting colours:

Pink
R:237 G:116 B:157
C:0 M:66 Y:9 K:0
Hex: ed749d
PMS 224 C

Yellow
R255: G:217 B:0
C:0 M:12 Y:100 K:0
Hex: ffd900
PMS 116 C

Blue
R:107 G:212 B:242
C:53 M:0 Y:10 K:0
Hex: 6bd4f2
PMS 2915 C

Brand muted colours (these are only to be used when the bright or grey colours would be inappropriate)

Muted Green
R:160 G:187 B:175
C:29 M:0 Y:23 K:28
Hex: a0bbaf
PMS 5575 C

Muted Pink
R:218 G:163 B:174
C:0 M:41 Y:13 K:19
Hex: daa3ae
PMS 7633 C

Muted Yellow
R:206 G:190 B:131
C:2 M:7 Y:47 K:25
Hex: cebe83
PMS 7502 C

Muted Blue
R:150 G:187 B:200
C:41 M:0 Y:9 K:22
Hex: 96bbc8
PMS 5425 C

COLOUR USAGE (IBB)

Invest BRISTOL + BATH

Core colours:

Dark blue
R:53 G:71 B:83
C:91 M:44 Y:30 K:57
Hex: 354753
PMS 2168 C

Yellow
R255: G:217 B:0
C:0 M:12 Y:100 K:0
Hex: ffd900
PMS 116 C

Supporting colours:

Pink
R:237 G:116 B:157
C:0 M:66 Y:9 K:0
Hex: ed749d
PMS 224 C

Green
R:121 G:222 B:204
C:50 M:0 Y:32 K:0
Hex: 79decc
PMS 333 C

Blue
R:107 G:212 B:242
C:53 M:0 Y:10 K:0
Hex: 6bd4f2
PMS 2915 C

Brand muted colours (these are only to be used when the bright or grey colours would be inappropriate)

Muted Yellow
R:206 G:190 B:131
C:2 M:7 Y:47 K:25
Hex: cebe83
PMS 7502 C

Muted Pink
R:218 G:163 B:174
C:0 M:41 Y:13 K:19
Hex: daa3ae
PMS 7633 C

Muted Green
R:160 G:187 B:175
C:29 M:0 Y:23 K:28
Hex: a0bbaf
PMS 5575 C

Muted Blue
R:150 G:187 B:200
C:41 M:0 Y:9 K:22
Hex: 96bbc8
PMS 5425 C

COLOUR USAGE (GH)

West of England GROWTH HUB

Core colours:

Dark blue
R:53 G:71 B:83
C:91 M:44 Y:30 K:57
Hex: 354753
PMS 2168 C

Pink
R:237 G:116 B:157
C:0 M:66 Y:9 K:0
Hex: ed749d
PMS 224 C

Supporting colours:

Yellow
R255: G:217 B:0
C:0 M:12 Y:100 K:0
Hex: ffd900
PMS 116 C

Green
R:121 G:222 B:204
C:50 M:0 Y:32 K:0
Hex: 79decc
PMS 333 C

Blue
R:107 G:212 B:242
C:53 M:0 Y:10 K:0
Hex: 6bd4f2
PMS 2915 C

Brand muted colours (these are only to be used when the bright or grey colours would be inappropriate)

Muted Pink
R:218 G:163 B:174
C:0 M:41 Y:13 K:19
Hex: daa3ae
PMS 7633 C

Muted Yellow
R:206 G:190 B:131
C:2 M:7 Y:47 K:25
Hex: cebe83
PMS 7502 C

Muted Green
R:160 G:187 B:175
C:29 M:0 Y:23 K:28
Hex: a0bbaf
PMS 5575 C

Muted Blue
R:150 G:187 B:200
C:41 M:0 Y:9 K:22
Hex: 96bbc8
PMS 5425 C

ACCESSIBILITY

Type size
Minimum type size:
Print: 12pt
Screen: 16 px
(the exception to this the core brand pink, which should never be used smaller than 16pt in print and 20px screen)

Type colour

On white background:
Black or brand dark blue

On brand dark blue:
White or other core brand colours

On core brand bright colours:
Black or brand dark blue

On muted brand colours:
Black or brand dark blue

IMAGERY

Avoid operational imagery
Everyone knows what Bristol and Bath look like – there is no point showing obvious pretty pictures of the region.

Focus on aspirational imagery
Instead, images should capture the unique character and amazing diversity in the core areas of **Infrastructure**, **Skills** and **Business**.

ICONOGRAPHY

There are specific icons created for each area of activity.

SKILLS

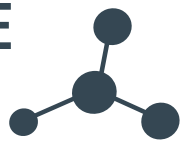
IMPROVED NATIONAL AND INTERNATIONAL CONNECTIONS

A JOINED-UP EDUCATION, EMPLOYMENT AND SKILLS SYSTEM

IMPROVING SKILLS AND KNOWLEDGE SUPPLY

GENERAL COMMUNICATION ICONS

INFRASTRUCTURE



WORLD-LEADING DIGITAL CONNECTIONS ACROSS THE REGION

EMPLOYMENT SPACES TO MEET THE NEEDS OF ALL BUSINESSES

MORE AFFORDABLE HOMES WITH A RANGE OF HOUSING TYPES

IMPROVED NATIONAL AND INTERNATIONAL CONNECTIONS

IMPROVED NATIONAL AND INTERNATIONAL CONNECTIONS

BUSINESS

PROTECTING AND PROMOTING OUR REGION'S CULTURE

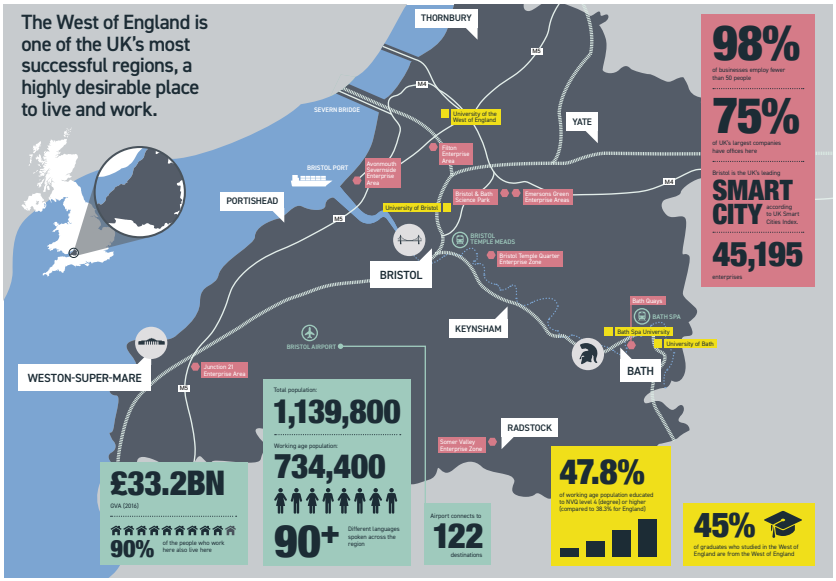
SUPPORTING AN INNOVATIVE ECONOMY

SUPPORTING BUSINESSES TO MAKE THE MOST OF EXPORT OPPORTUNITIES

HELPING BUSINESSES TO START-UP, GROW AND FLOURISH

INFOGRAPHICS

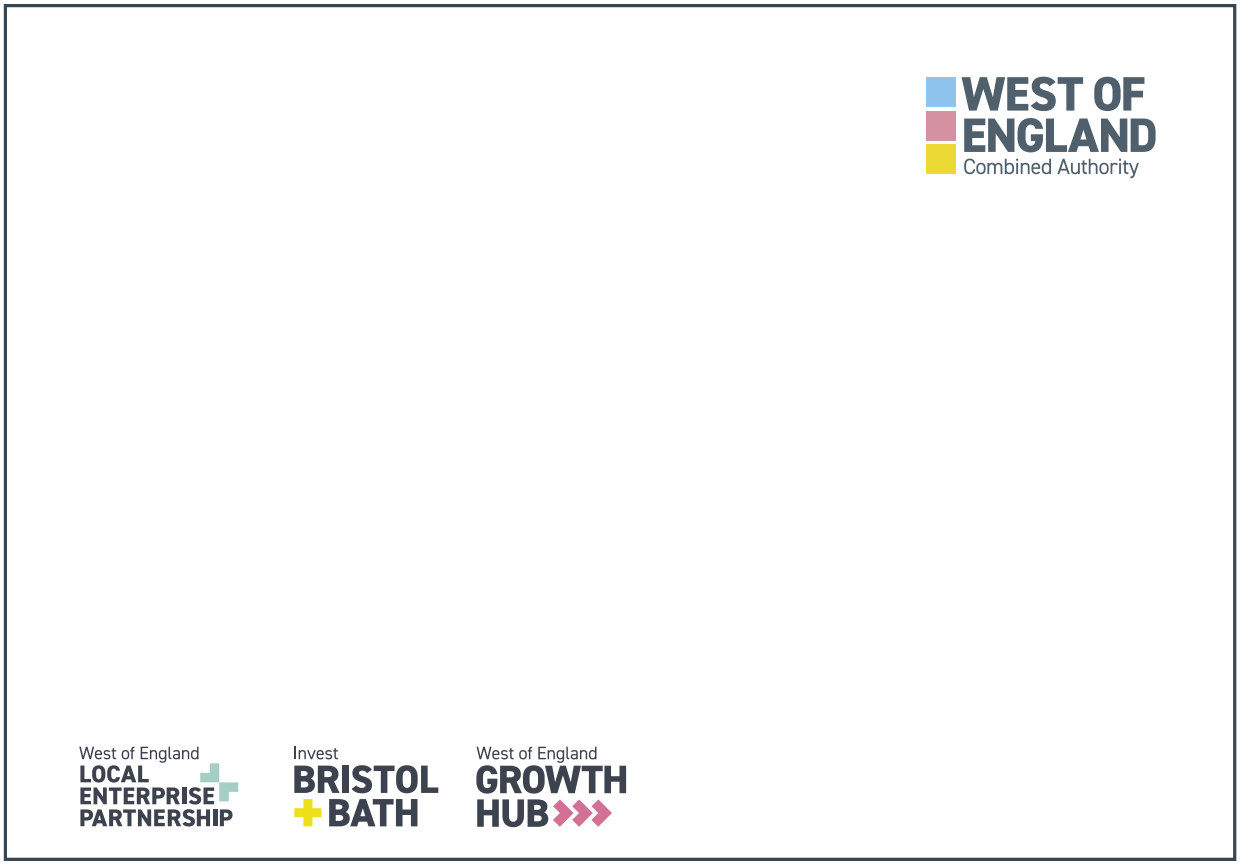
Whenever appropriate, infographics should be utilised to help convey complex information in simple and engaging ways.



BRAND HIERARCHY

The following pages introduce the brand hierarchy depending on which logo leads.

BRAND HIERARCHY
WECA AS LEAD

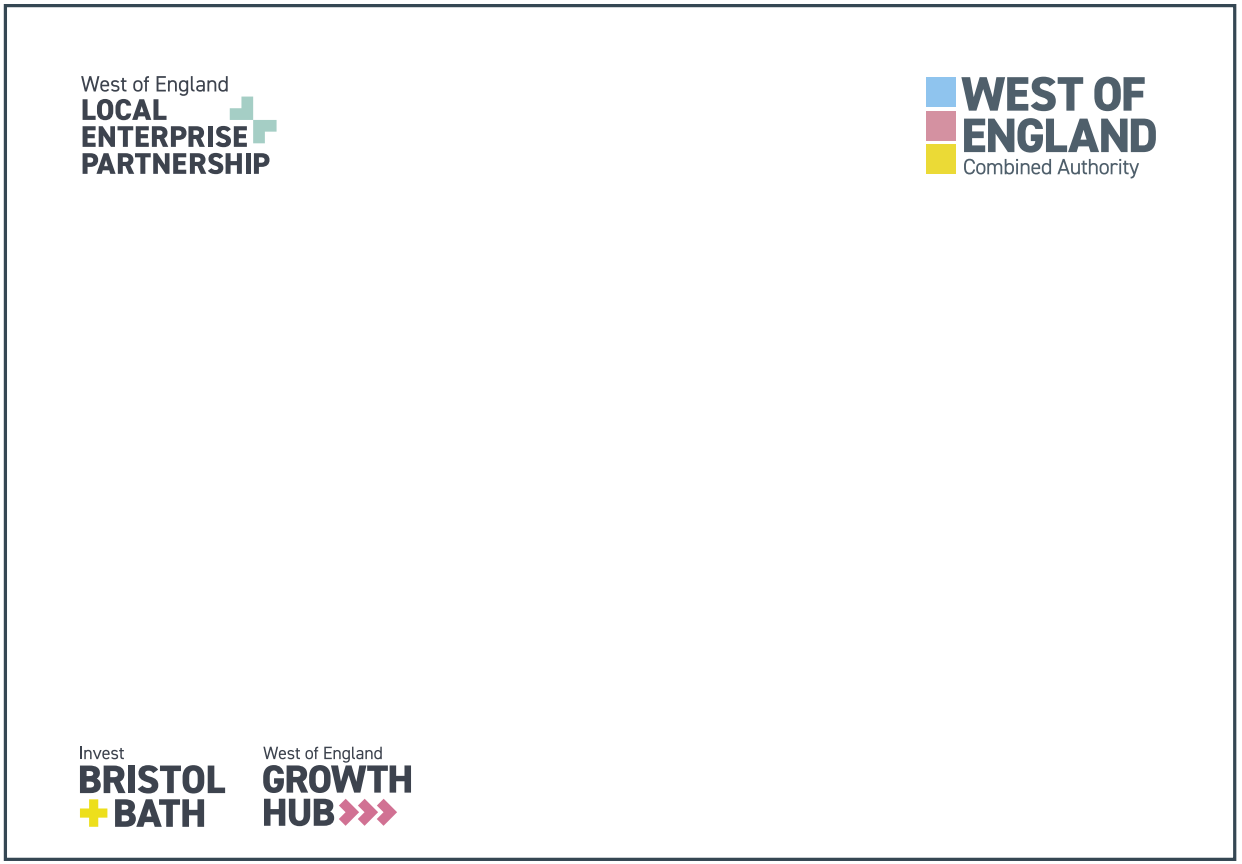


Main logo

Supporting logos (these are optional depending on the communication requirement)

BRAND HIERARCHY: JOINT WECA AND LEP AS LEAD

Main logo



Main logo

Supporting logos (these are optional depending on the communication requirement)

BRAND HIERARCHY
LEP AS LEAD

Supporting logos WECA should always be used, IBB and GH are optional depending on the communication requirement.

Main logo

BRAND HIERARCHY
INVEST BRISTOL & BATH AS LEAD

Supporting logos WECA should always be used, LEP is optional depending on the communication requirement.

Main logo

BRAND HIERARCHY
GROWTH HUB AS LEAD

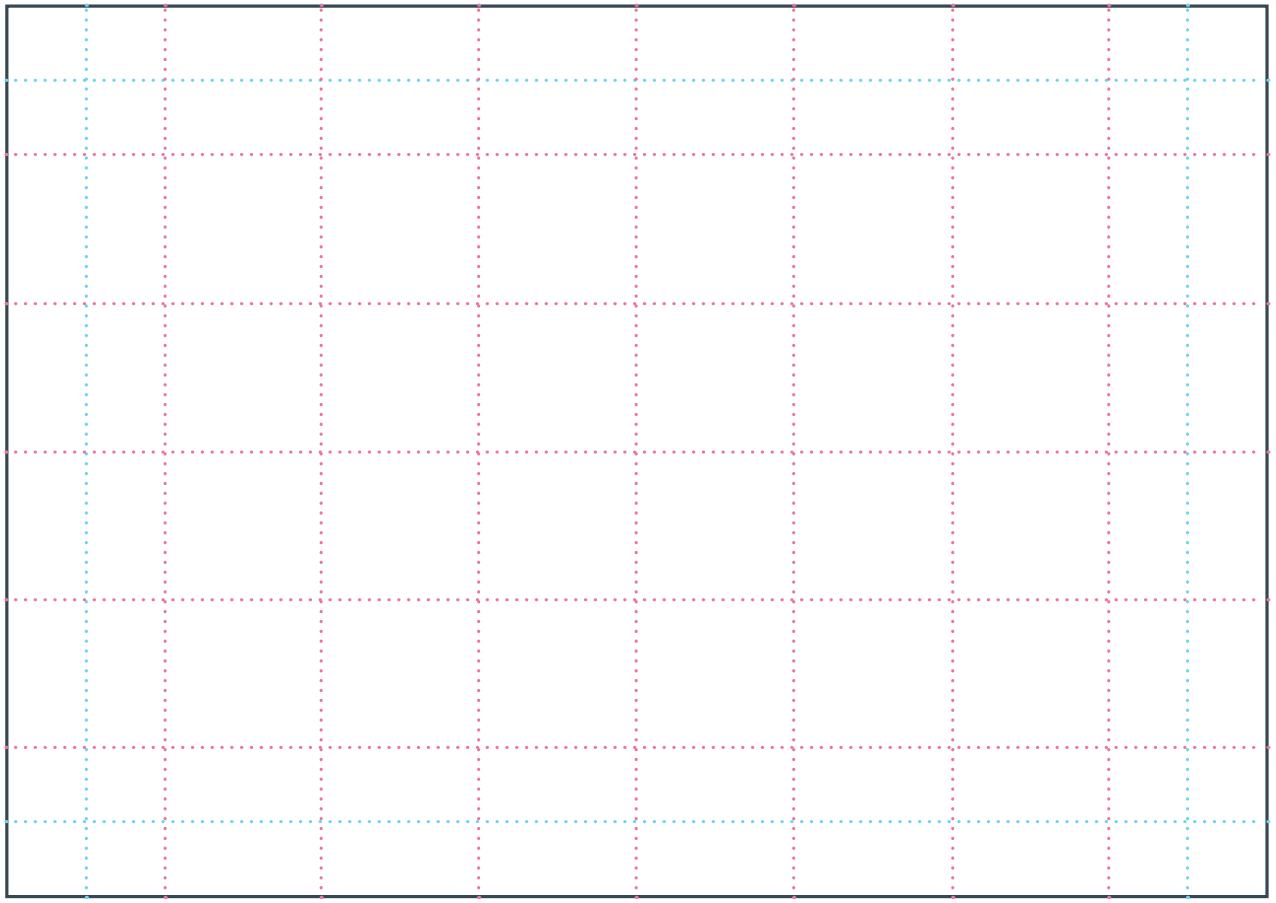
Supporting logos WECA, LEP and BEIS should always be used.

GRIDS

The following pages introduce the brands grid structure for each key format type.

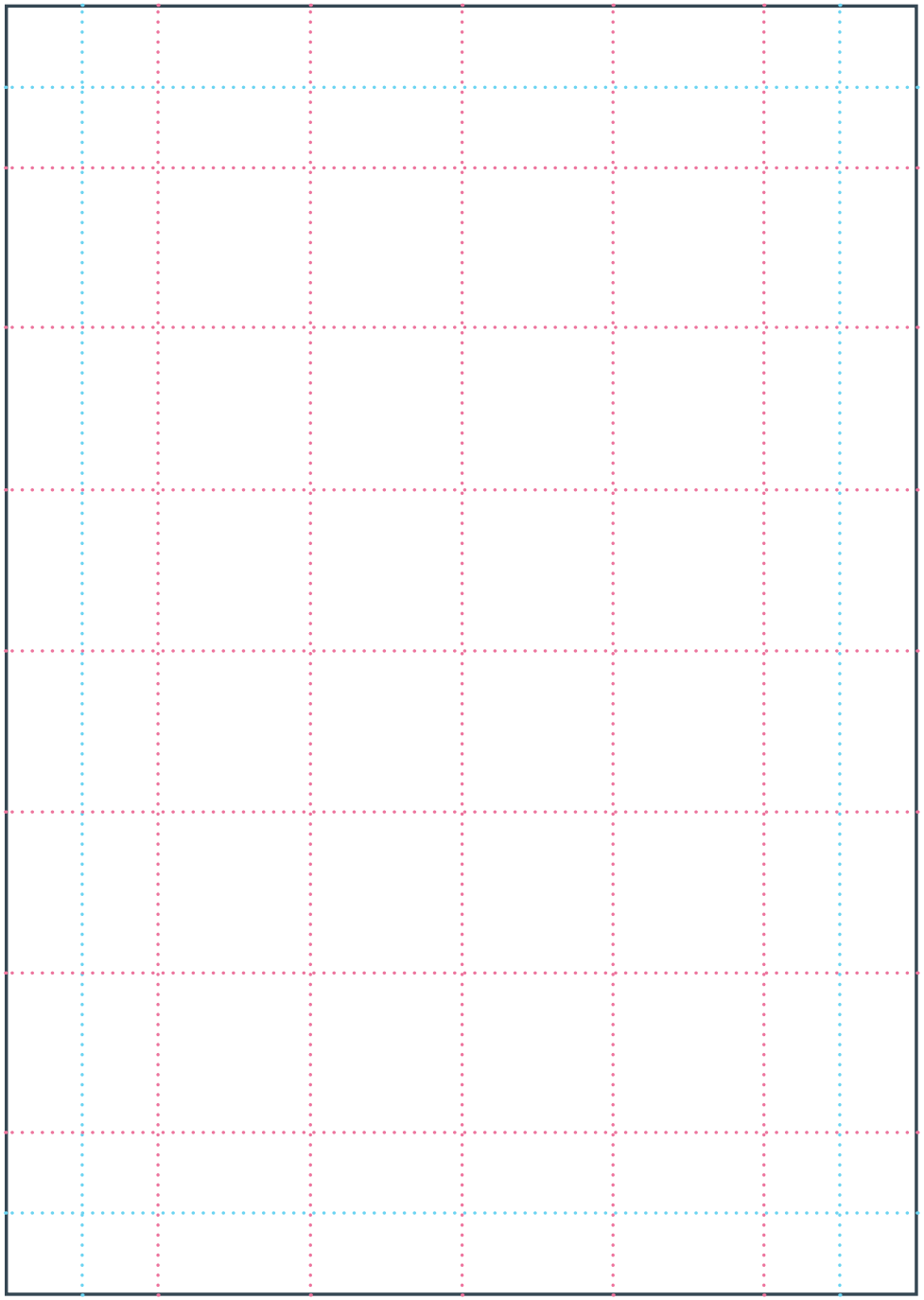
LANDSCAPE GRID

The grid is structured into eight columns and six rows. The margins are half the distance between the first column and row.



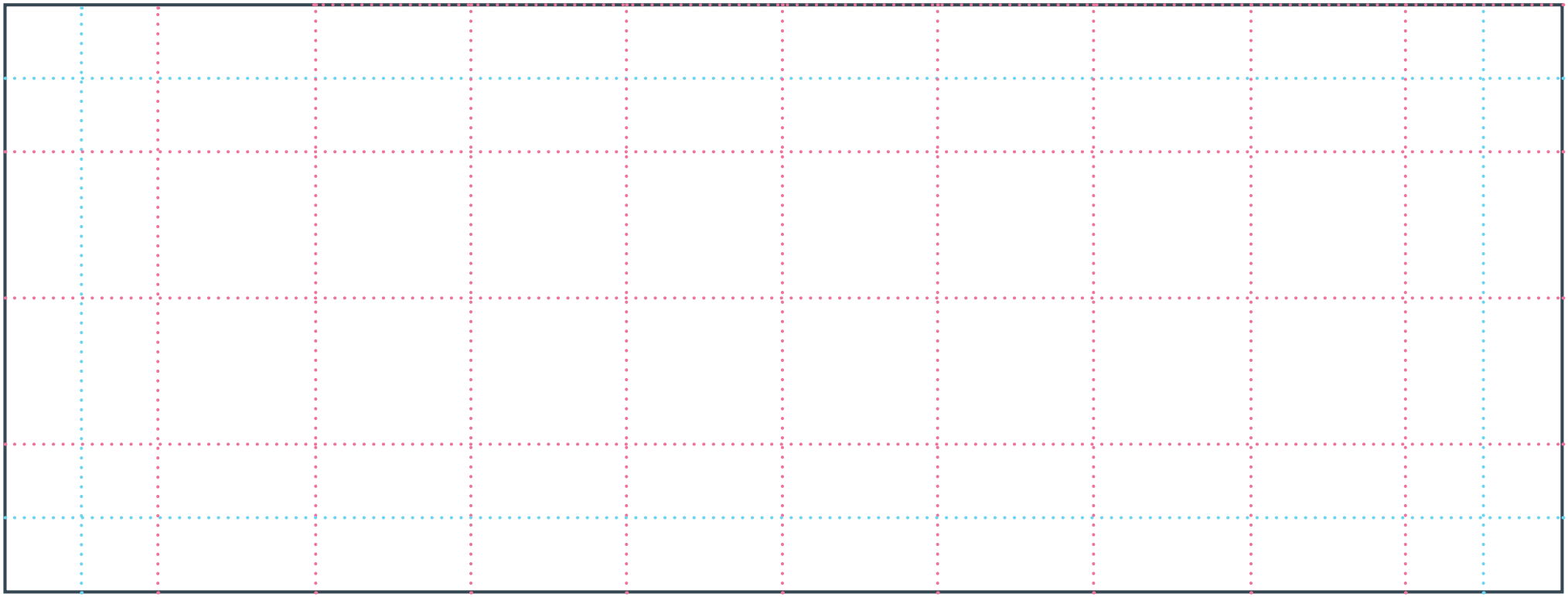
PORTRAIT GRID

The grid is structured into six columns and eight rows.
The margins are half the distance between the first column and row.



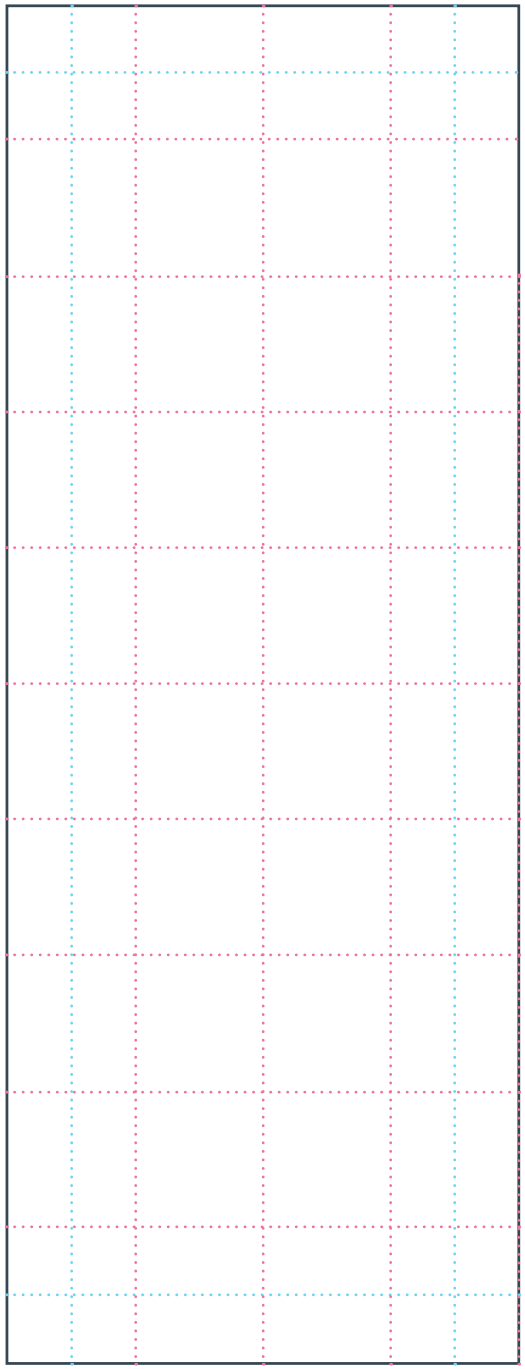
EXTREME LANDSCAPE GRID

The grid is structured into 10 columns and four rows. The margins are half the distance between the first column and row.



EXTREME PORTRAIT GRID

The grid is structured into 10 columns and four rows. The margins are half the distance between the first column and row.



COMBINING BRAND ELEMENTS

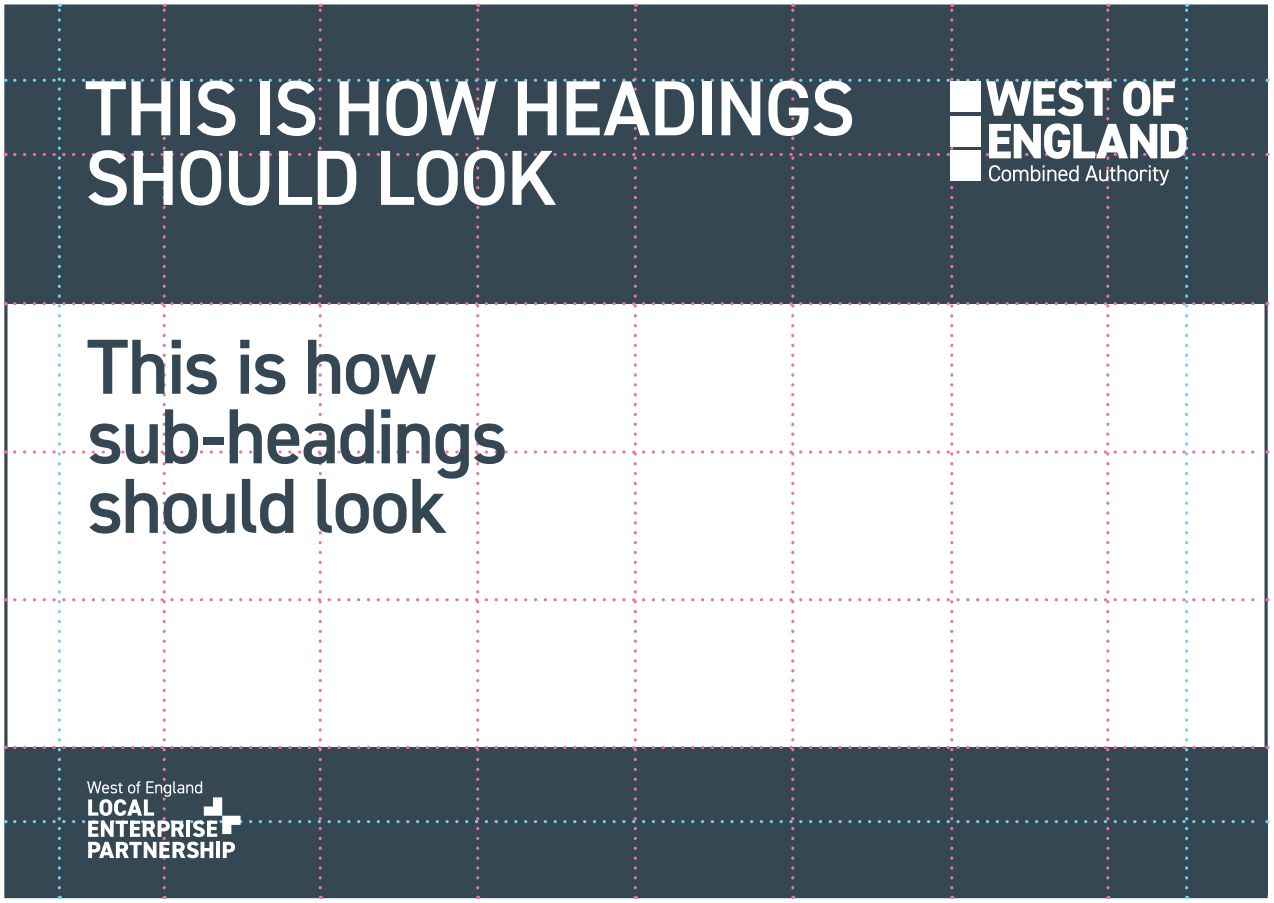
The following pages outline how the different logo and graphic combinations work in both portrait and landscape formats.

LANDSCAPE ELEMENTS

The top two rows should be used, place the heading on the left and the main logo on the right. The logo should be 1.5 columns wide.

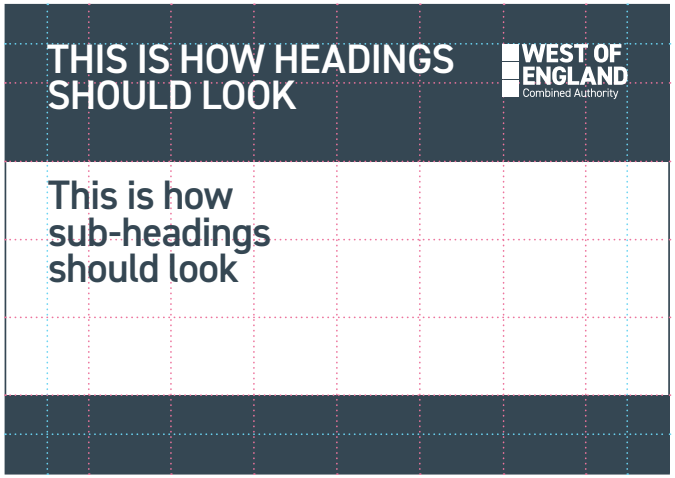
The middle three rows should be used for graphics and sub title. Please note: all graphic boxes must align to the grid.

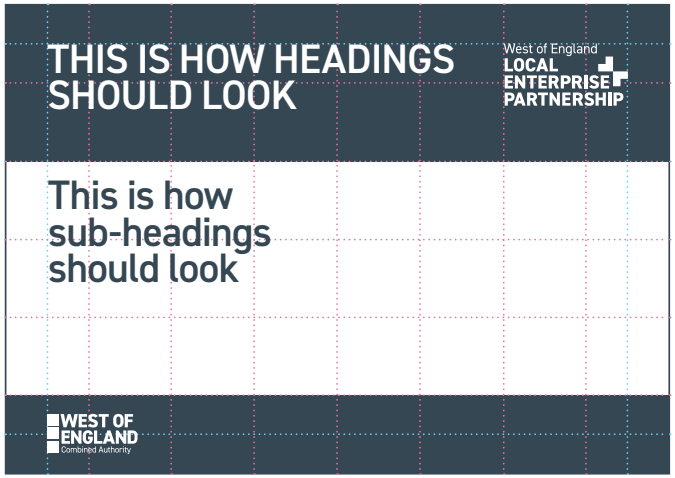
The bottom row should be used for sub-logos. The size of these logos should be the height of half a row and they are spaced 0.5 columns apart.

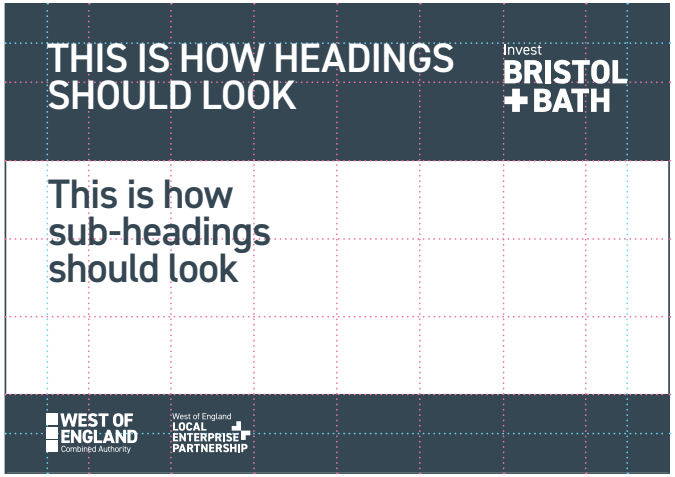


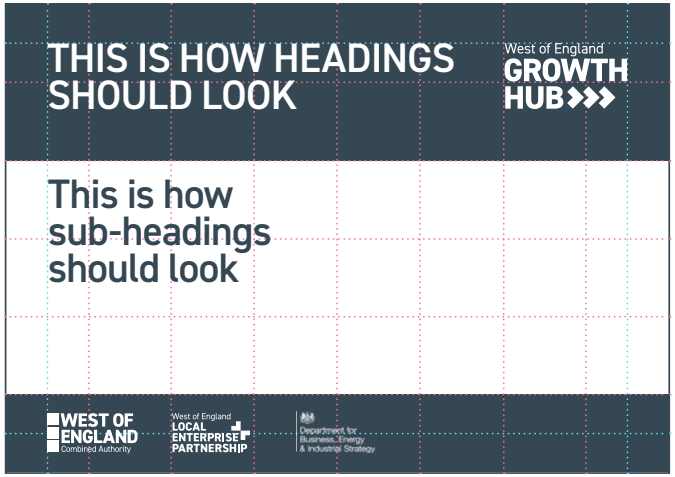
LANDSCAPE ELEMENTS

There are many combinations that can be used depending on which logo leads and which (if any) sub-brand logos are used.





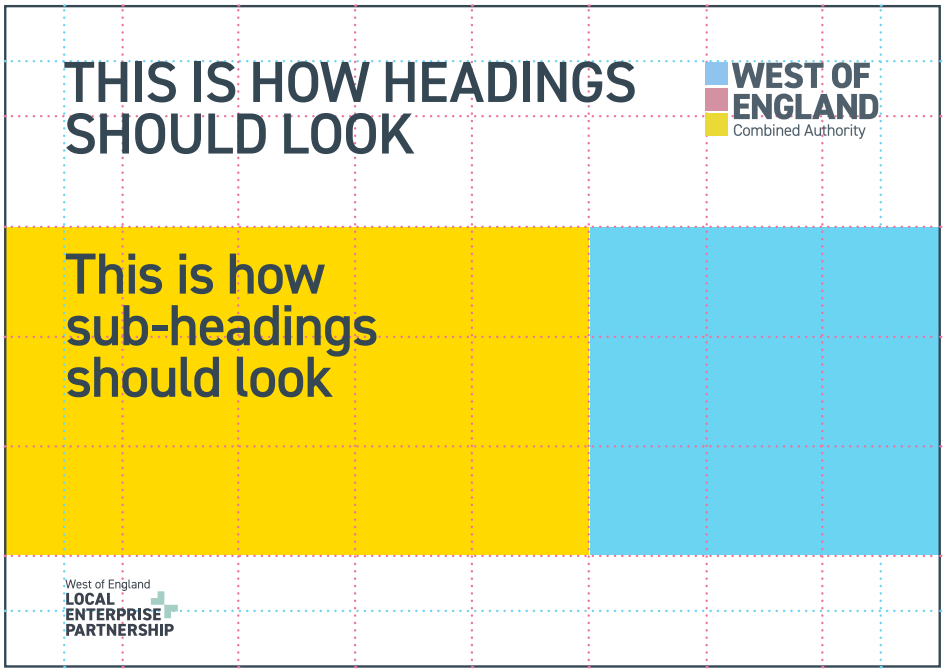


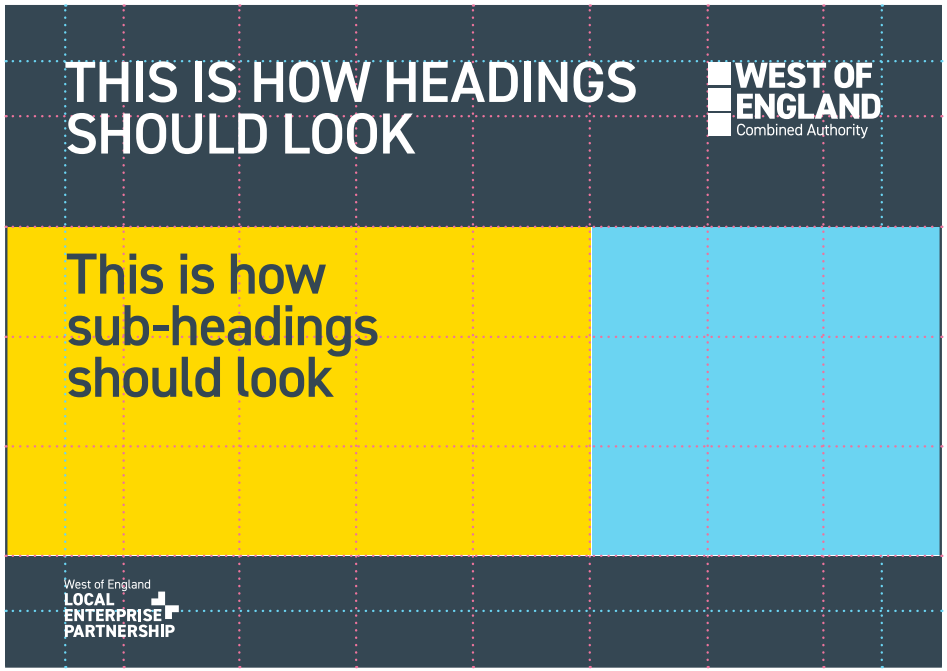


LANDSCAPE ELEMENTS

Top and bottom bar

The top and bottom bar can be either grey (with white-out logos) or white (with colour logos).

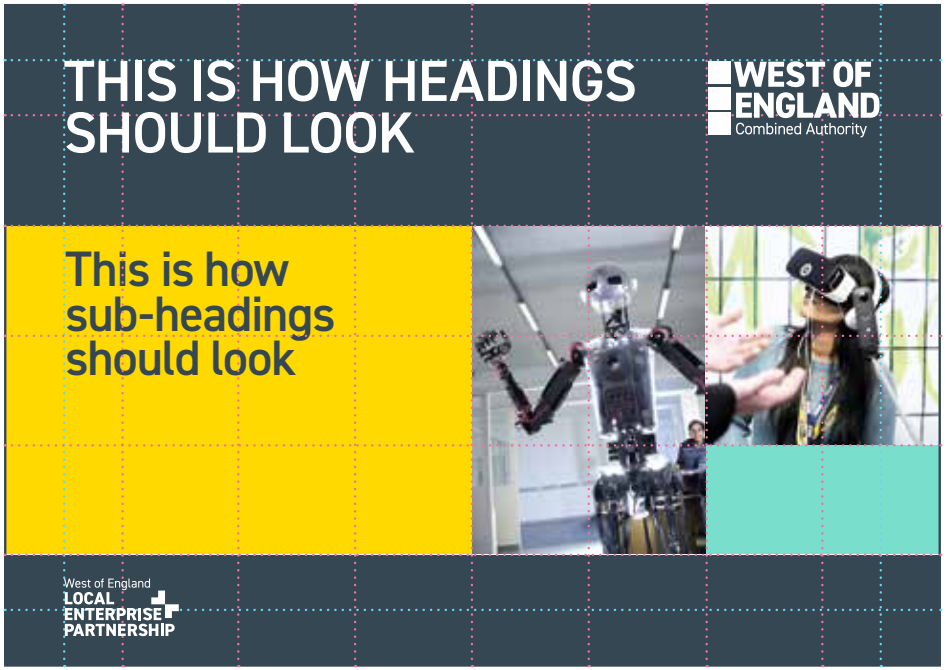


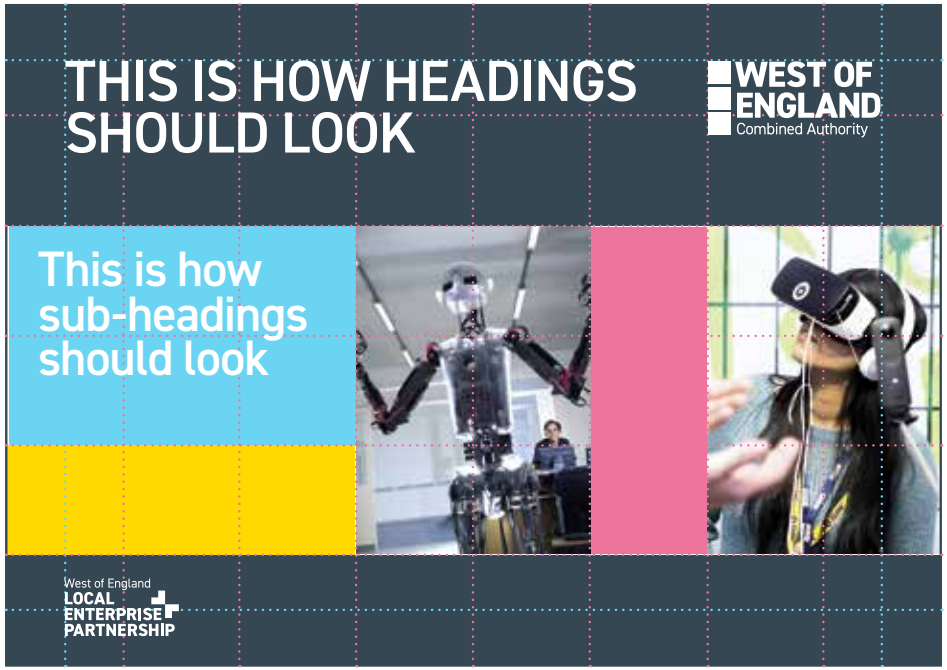


LANDSCAPE ELEMENTS

Use of graphics

The middle strip can use a combination of colour boxes and imagery.
Please note: all graphic boxes must align to the grid.





EXTREME LANDSCAPE ELEMENTS

The top 1.5 rows should be used, place the heading on the left and the main logo on the right. The logo should be 1.5 columns wide.

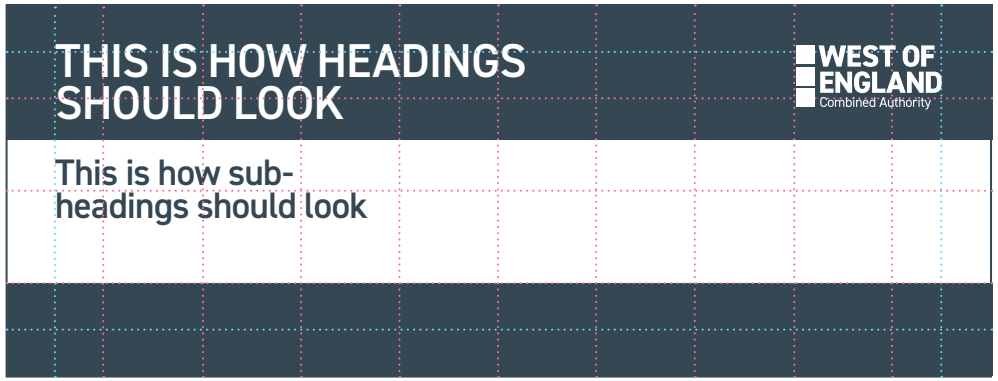
The middle 1.5 rows should be used for graphics and sub title. Please note: all graphic boxes must align to the grid.

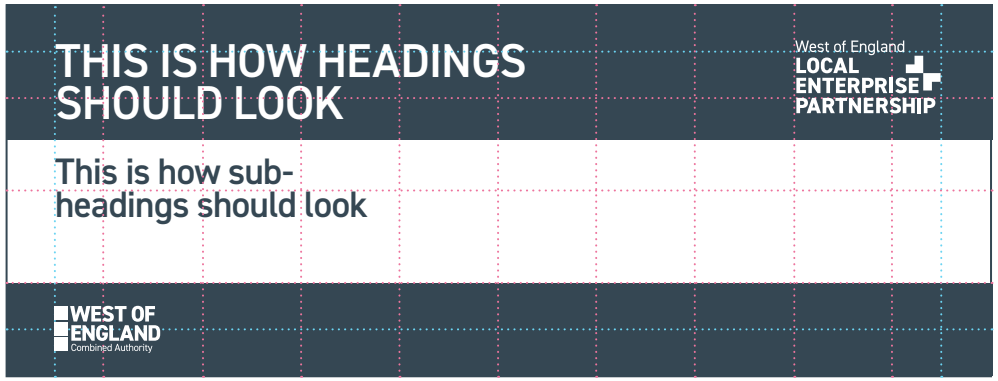
The bottom row should be used for sub-logos. The size of these logos should be the height of half a row and they are spaced 0.5 columns apart.

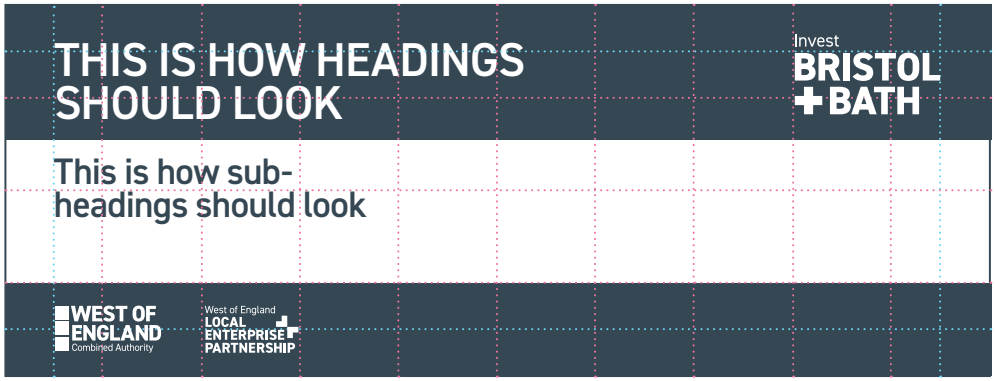
COMBINING BRAND ELEMENTS

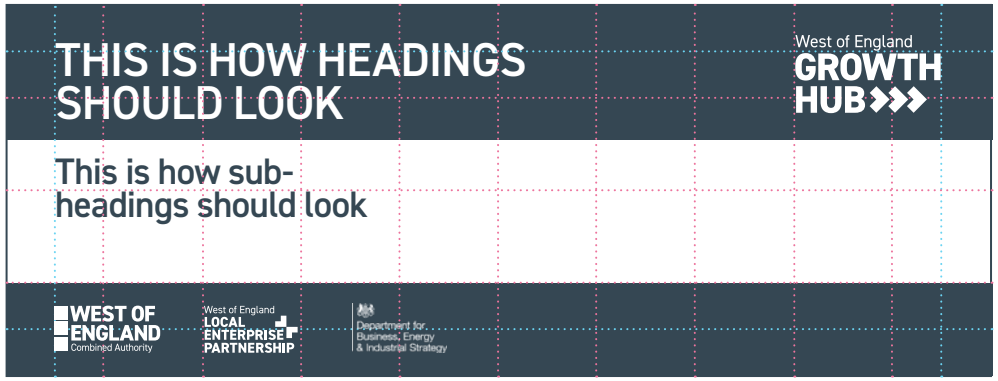
Logo positioning (extreme landscape)

There are many combinations that can be used depending on which logo leads and which (if any) sub-logos are used.







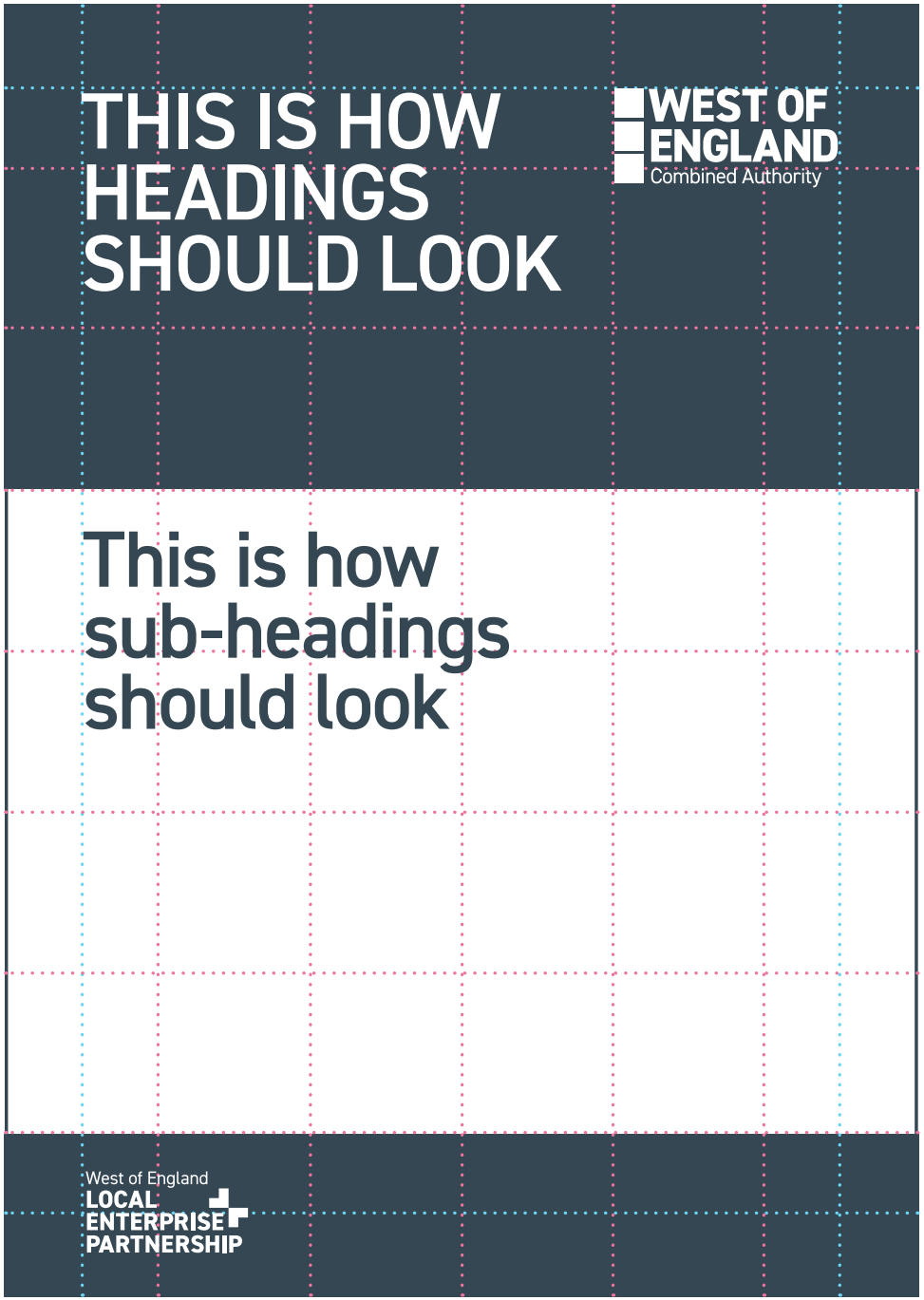


PORTRAIT ELEMENTS

The top three rows should be used, place the heading on the left and the main logo on the right. The logo should be 1.5 columns wide.

The middle three rows should be used for graphics and sub title. Please note: all graphic boxes must align to the grid.

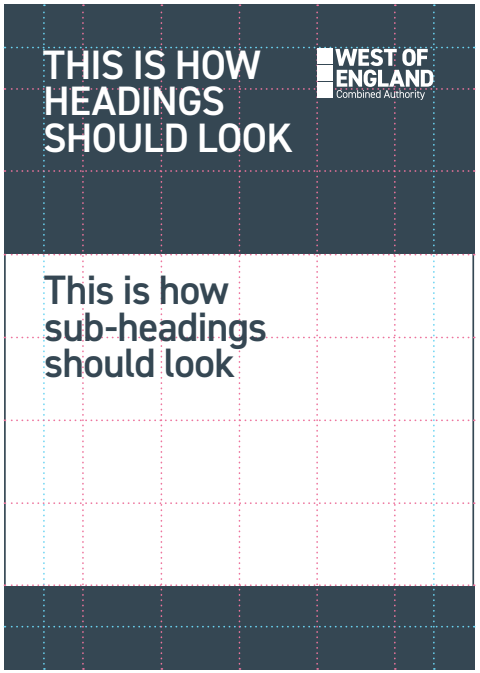
The bottom row should be used for sub-logos. The size of these logos should be the height of half a row and they are spaced 0.5 columns apart.

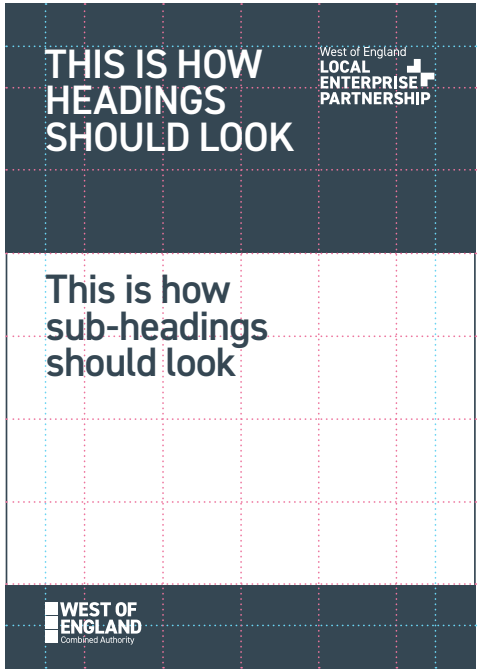


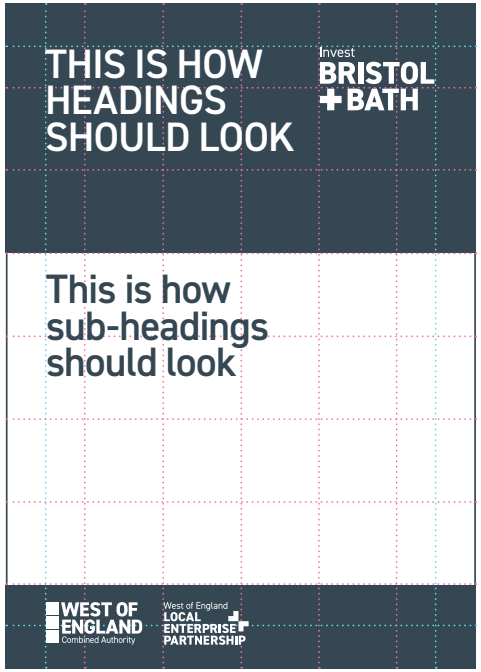
PORTRAIT ELEMENTS

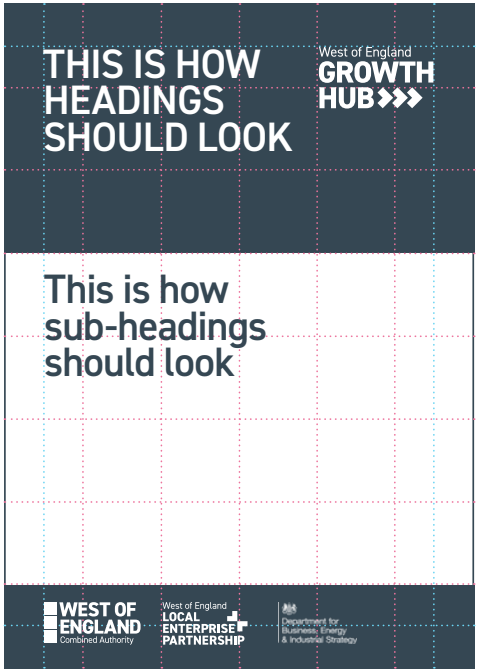
Logo positioning

There are many combinations that can be used depending on which logo leads and which (if any) sub-brand logos are used.





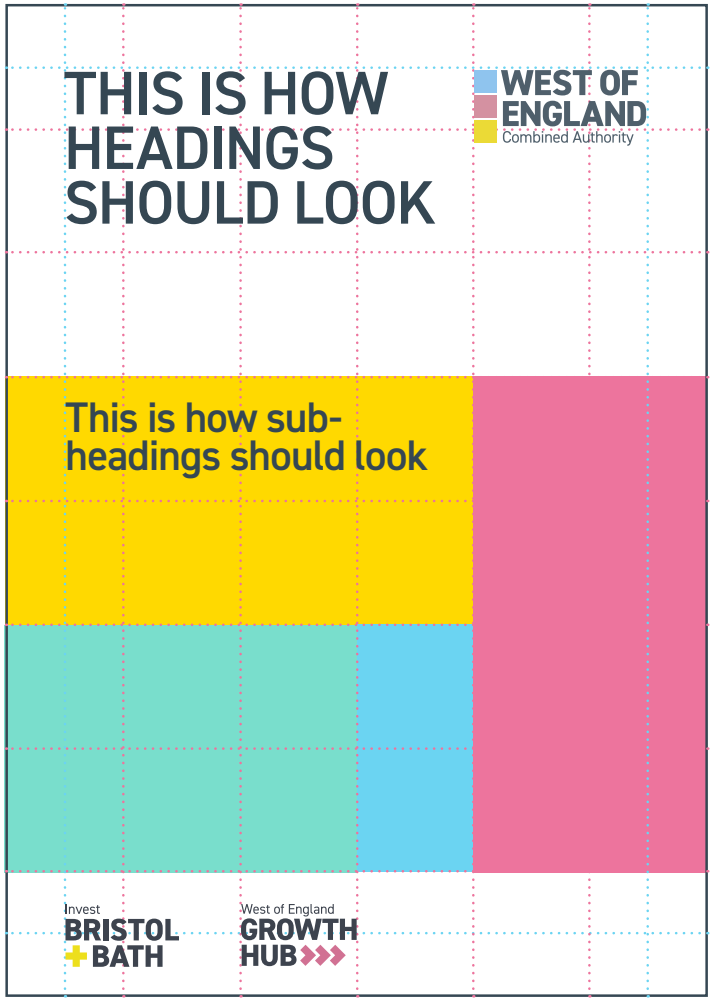


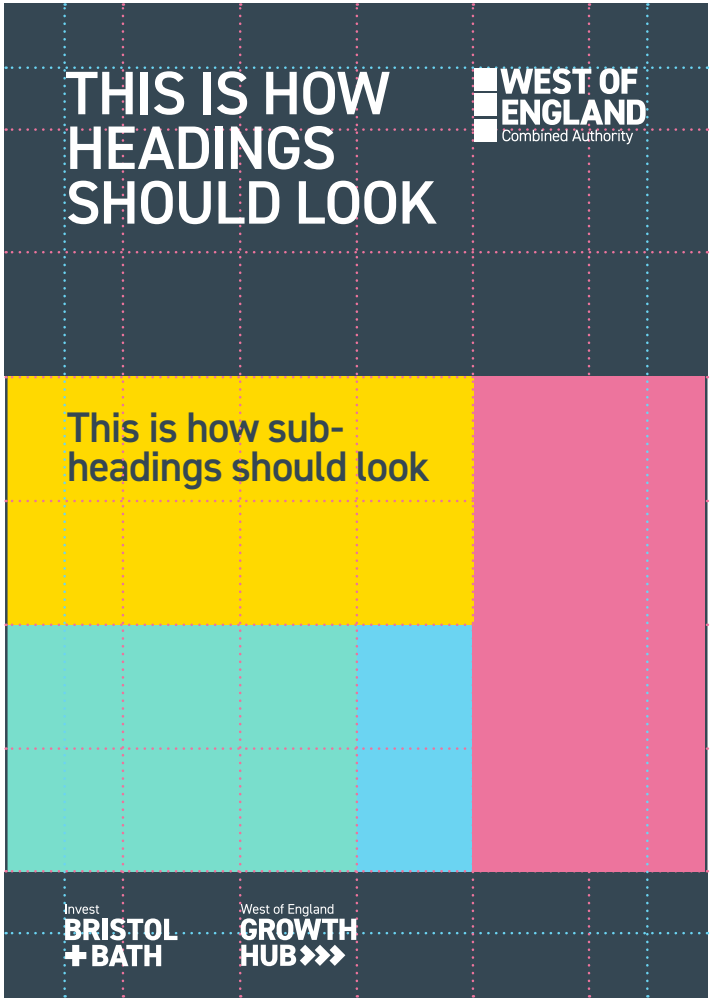


PORTRAIT ELEMENTS

Top and bottom bar

The top and bottom bar can be either grey (with white-out logos) or white (with colour logos).

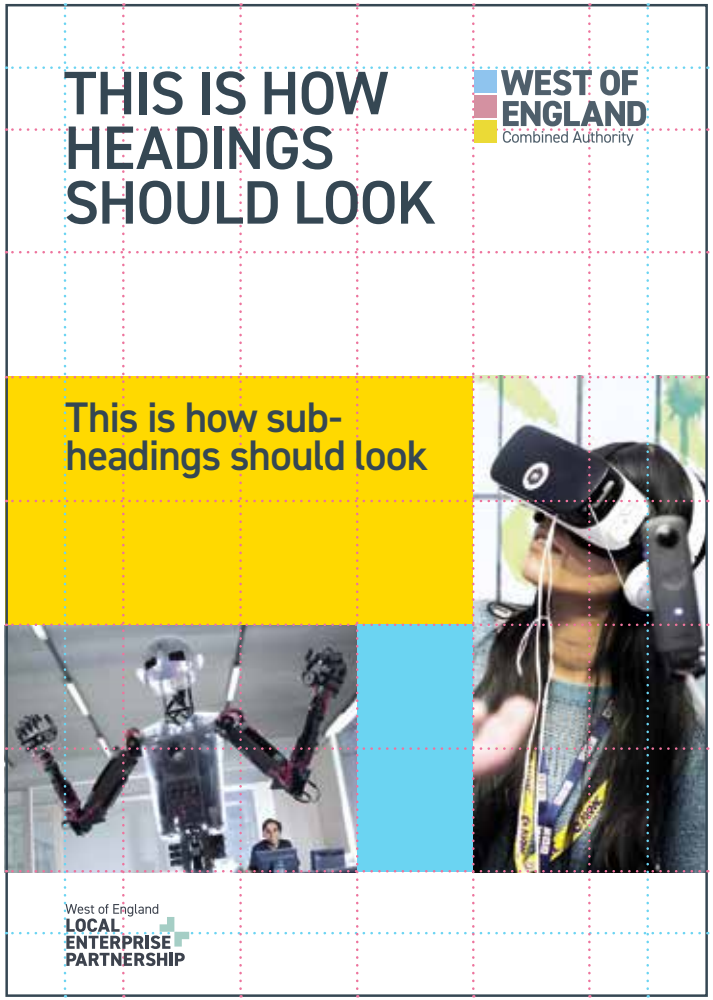


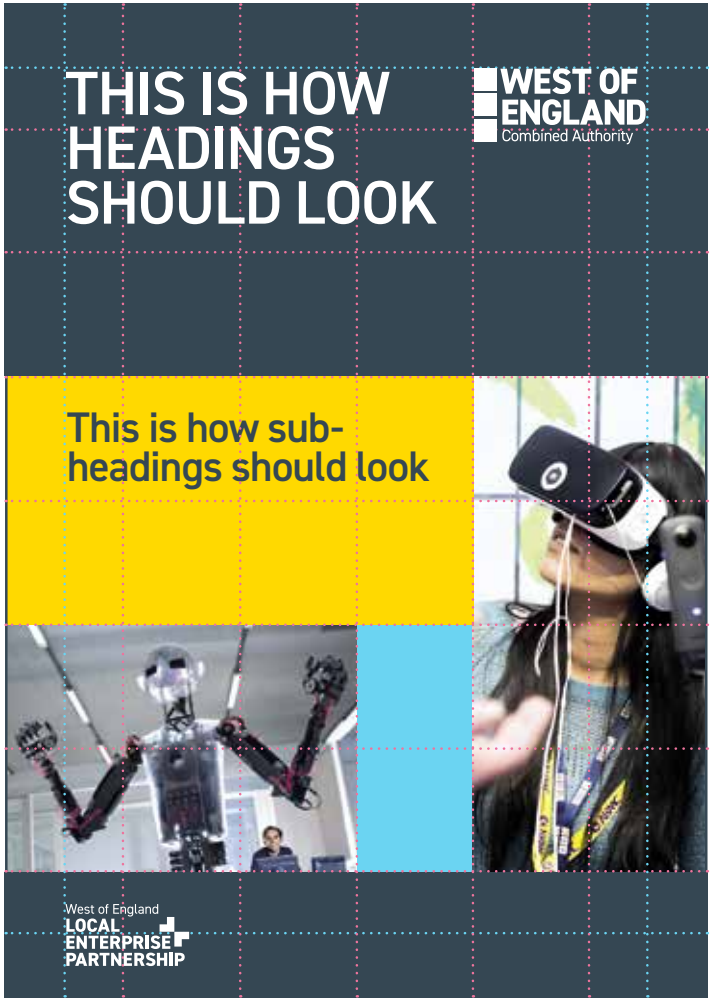


PORTRAIT ELEMENTS

Use of graphics

The middle strip can use a combination of colour boxes and imagery.
Please note: all graphic boxes must align to the grid.



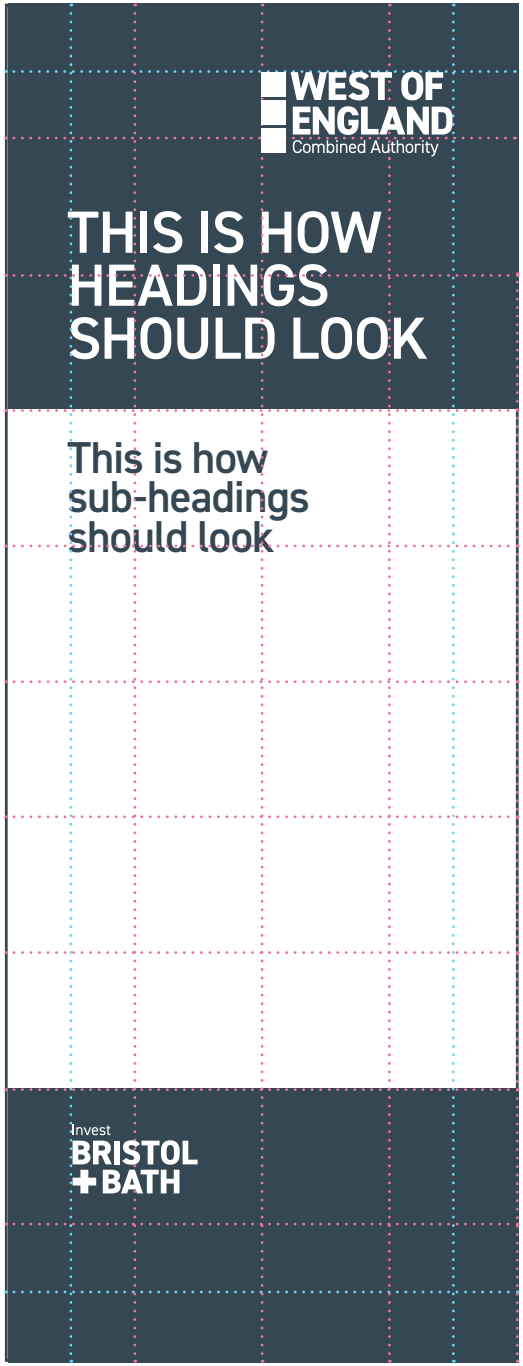


EXTREME PORTRAIT ELEMENTS

The top three rows should be used, place the heading on the left and the main logo on the top right. The logo should be 1.5 columns wide.

The middle five rows should be used for graphics and sub title. Please note: all graphic boxes must align to the grid.

The bottom two rows should be used for sub-logos. The size of these logos should be the height of half a row and they are spaced 0.5 columns apart.



COMBINING BRAND ELEMENTS

Logo positioning (extreme portrait)

There are many combinations that can be used depending on which logo leads and which (if any) sub-logos are used.

WEST OF ENGLAND
Combined Authority

West of England Combined Authority
3 Rivergate
Temple Quay
Bristol BS1 6EW

West of England
LOCAL ENTERPRISE PARTNERSHIP

Invest
BRISTOL + BATH

West of England
GROWTH HUB