

Brand Toolkit

Identity and Style Guidelines

1.1

Corporate Logo

The Marches LEP logo represents our purpose and values as an organisation. Under no circumstances should this logo be altered in any way.

Where necessary the logo can be used in whiteout or monochrome format, but where possible the logo should be used in full colour.

The logo may be used without regional strapline, but only in exceptional circumstances.



1.15

Logo

Usage

These examples cover how the logo should be used and positioned. It also highlights key things to avoid.

No alterations should be made to the logo to change its appearance. This includes rotating, distorting, stretching or squashing the logo to fit into a smaller area.

What to do...

Full colour for white backgrounds



White version for dark backgrounds



What not to do...

Full colour logo on a coloured background



Full colour logo over an image



Leave enough space around the logo



Changing the colour, style or proportions



1.2

Colour Palette

This colour palette is used within all Marches LEP branded material in digital and print formats.

For colour matching, please refer to the numerical #HEX codes for digital formats, and the CMYK values for print formats.

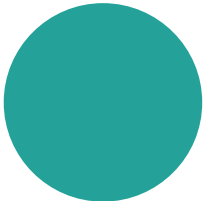
The Marches Gradient can also be used as a design element. This is comprised of an even blend between the Marches Green and Marches Blue. It can be used in the following ways:

- Linear edge borders
- Pull out quotes
- Icons for infographics
- Background image overlays (see section 1.5)



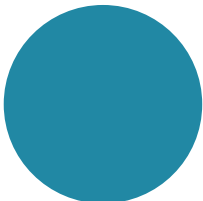
Marches Green

#95BF30
C: M: Y: K:



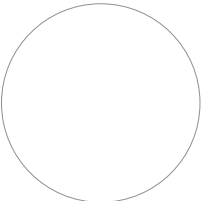
Marches Turquoise

#25A29A
C: M: Y: K:



Marches Blue

#228A4
C: M: Y: K:



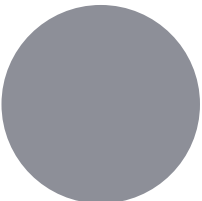
White

FFFFFF
C: M: Y: K:



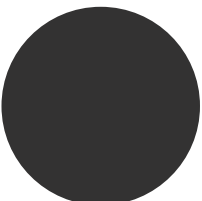
Soft grey

#F5F5F8
C: M: Y: K:



Mid grey

#8D8E98
C: M: Y: K:



Dark grey

#333333
C: M: Y: K:



Marches Gradient

#228A4
C: M: Y: K:

#95BF30
C: M: Y: K:

Brand Typeface

The Marches LEP typeface should be used consistently as possible across internal and external communications.

The Roboto typeface has been selected for it's broad compatibility and complements the Marches LEP brand identity.

The Roboto font family is free, and [available to download here](#).

AaBb123#

Corporate Typeface
Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Corporate Typeface
Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Corporate Typeface
Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Corporate Typeface
Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography Usage

The key typography needed within most applications are displayed here, with information on the correct weight and colour styles to use.

Main headings use Roboto regular, with key words in Roboto Black. Headings are either coloured Dark grey or White depending on background colour.

Main Headings

Pull out quotes are written in Roboto Black, with the Marches Gradient applied diagonally where possible.

Pull Out Quotes

Sub headings are written fully in Roboto black, using Dark grey or white depending on the background.

Sub Headings

Large body copy is written in Roboto Regular. This is typically used for introductory paragraph styling.

Large Body Copy

Small Body copy uses Roboto regular. This is used for larger sections of text such as page content or news posts.

Small Body Copy

1.4

Design Elements

Design elements such as key information, pull out quotes and calls to action can be featured using white boxes as shown.

These boxes feature a linear edge on one side only using the Marches Gradient, with a soft drop shadow to help them stand out on light backgrounds.

Icons can also be used as design elements, or large background patterns to give more visual interest to an otherwise blank page. In this instance, they should be placed on a low very opacity to stop them overpowering the page content.

Shropshire

With the renowned historic market town, Shrewsbury, at its heart, Shropshire has an exceptional education offer, with high-performing schools, a large college offering academic and vocational programmes and a new University Centre, all with strong links to local businesses and career opportunities.



£424k as part of Growth Deal 3

Aims to assist **1,450** new learners

Additional **apprenticeship** outputs

We achieve more when private and public sectors work together for the benefit of all.

What we offer

Our economic strategy combines our vision and values with a clear plan towards achieving our ambitions for growth.

[Learn more >](#)



1.5

Image Style

There are two key image styles for the Marches LEP brand.

Where original photography is not available, it is acceptable to use Stock images.

These must be of high quality, relevant to the subject matter, visually interesting and realistic.

For adding interest to background areas, you can overlay the Marches Gradient onto an image. The image must be set to 10% opacity on the luminosity blend mode, and placed over the top of the Marches Gradient.

Photography



Image overlays



1.6

Icon Style

These icons are a key element to the Marches LEP Identity. They are used to support key statistics, but can be featured as decorative elements too.

The icons are linear in style with occasionally broken lines, rounded corners and end caps.

Icons can coloured white within coloured circles using the Marches LEP colour palette.

They can also be used without a circle using a accent colour or gradient from the Marches LEP colour palette.

Marches LEP



Infrastructure and Places



Inclusive / Community



Food Service



Business Growth



Forefront of Change



Skills and Development



Grow our Economy



Agri-Tech



Centre of Excellence



Investigate



Increase GVA



Infographic Style

The Marches LEP infographic style is clean and simple to keep focus on the important information.

Wording for the key statistic should be shortened as much as possible whilst remaining meaningful to the reader.

Key figures can be highlighting using by Roboto black, and each statistic should be supported by a relevant icon for visual interest.

The Infographics can be presented two ways - either boxed singularly, or floating over the top of a gradient background as shown.

Boxed



Grow our economy by
£8.7bn to £23.8bn



Increase GVA per head
to £29,425



Raise our population to
£807,500

Floating



Grow our economy by
£8.7bn to £23.8bn



Increase GVA per head
to £29,425



Raise our population to
£807,500

