

# West of England Works

## Quick Brand Guide

Master Logo - The primary logo is the landscape version, although there is a square alternative. These should be used on light colour backgrounds.



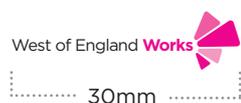
Whiteout Logo - When used on dark backgrounds the alternative white Version of the logo should be used to ensure legibility.



Exclusion Zone - There should always be clear space around the logo, which is directly proportionate to the size of the top triangle. This includes the spacing between it and other logos, text, and objects in background graphics or photos.



Minimum Sizes - The logo should never be reduced below 30mm wide to maintain legibility.



# West of England Works

## Quick Brand Guide

**Co-branding** - The Weston College Group, EU Social Fund, and Lottery Fund logos should appear on all documentation. They all need to be equal in size and in full colour. The pink line has been used to separate them from any text, graphics or photos, so they always appear over a white background.



**Colours** - West of England Works main colour is full Magenta. With paper white as a secondary colours. These colours have been chosen for their boldness and ease to reproduce.



C: 0										
M: 100	M: 90	M: 80	M: 70	M: 60	M: 50	M: 40	M: 30	M: 20	M: 10	M: 0
Y: 0										
K: 0										
#e6007e	#e8308a	#ea5297	#ed6ea7	#f088b6	#f29fc5	#f5b5d2	#f8c9df	#fadceb	#fdeef6	#ffffff

**Photography** - Photos can be used in conjunction with the templates provided, either by replacing the white background or the pink shape. Bright personal profile shots are best, with rounded quote bubbled and the logo marks added for extra emphasis.



# West of England Works

## Partners Quick Brand Guide

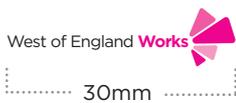
**Logo** - This is the West of England Works logo and is available for use by partner organisations to promote relevant activity either digitally or on paper. The logo must not be altered in any way and should always appear exactly as it does in this document. Use the black and pink logo on white or light coloured backgrounds, and the white logo on dark, black or pink backgrounds. This ensures that the logo is always clearly visible.



**Exclusion Zone** - There should always be clear space around the logo, which is directly proportionate to the size of the top triangle. This includes the spacing between it and other logos, text, and objects in background graphics or photos.



**Sizes** - The logo should never be reduced below 30mm wide to maintain legibility. When it is the main logo it is usually 80mm wide, and when it is used in partnership with another brand it is 50mm wide.



**Co-branding** - The EU Social Fund and Lottery Fund logos should always appear with the West of England Work logo. They need to be equal in size and in full colour. The pink line has been used to separate them from any text, graphics or photos, so they are always clearly visible.



**Printed documents** - All printed items must use one of the templates provided by West of England Works.

**Web** - The logo must appear in all partner organisations website footer. It must be clickable - hyperlinked to <http://www.westofenglandworks.org.uk>.