



# **DORSET**

Local Enterprise Partnership

**Dorset Local Enterprise Partnership  
Brand and Publicity Guidelines  
2018**

**Contents**

Foreword ..... 3

Our Brand Purpose and Ethos ..... 3

Reference to Dorset Local Enterprise Partnership ..... 3

Typography ..... 3

Publicity ..... 3

Our Logo..... 4

    Construction of Our Logo..... 6

    Colour Palette..... 7

    Logo Formats ..... 7

    Application of our Logo..... 8

    Where to use our Logo..... 9

Key Contacts ..... 10

## Foreword

This document provides clear and strict guidelines for the branding and publicity requirements of Dorset Local Enterprise Partnership's (Dorset LEP) brand and logo. It is the user's sole responsibility to ensure that they fully comply with the guidelines set out in this document. If users are unclear about any aspect of the guidelines, they are very welcome to seek advice and clarification from the Dorset LEP team.

The Dorset LEP logo is the representation not just of our brand, but of our vision, ethos and reputation as a LEP. With this in mind it is essential that it is applied correctly to all published or promotional material - be it internal or external.

Therefore, mandatory requirements, key principles and best practise for the use of the Dorset LEP logo are set out in this document to both support and guide you.

## Our Brand Purpose and Ethos

The Dorset LEP is a business lead private and public sector partnership, that strategically implements and invests government funding into different industry sectors across the county. The aim of this investment is to boost enterprise, create new and more highly-skilled jobs and to ensure the county's infrastructure is in a strong position to promote economic growth.

## Reference to Dorset Local Enterprise Partnership

After the first mention of Dorset Local Enterprise Partnership in a publication, the name may be shortened to 'Dorset LEP' or 'DLEP', as appropriate.

'The' should not be used as a prefix when referring to 'Dorset Local Enterprise Partnership'.

## Typography

- Typeface: Nexa Bold/Light for the logo text and Century Gothic for any formal documentation.
- Minimum Font size: should be no smaller than 10 for main body text.
- Line Spacing: 1.0 – 1.15
- Alignment: Left justified (with the exception of titles, which can be centred if appropriate).

## Publicity

Dorset LEP must be notified and given at least two weeks' notice to comment on any external communications where:

- The Dorset LEP is quoted
- Dorset LEP has provided funding for a project

The Dorset LEP logo should be used on any documentation, websites or published reports produced in connection with projects the Dorset LEP fund, in line with the brand guidelines.

Press releases must include the description below:

*Dorset Local Enterprise Partnership is a business led private and public sector partnership that aims to promote local economic growth and prosperity. Acting as a strategic gateway to funding, Dorset LEP supports and delivers projects of long term economic benefit for all in Dorset through cross sector partnership*

For more information visit the Dorset LEP <http://www.dorsetlep.co.uk/>

## UK Government funded projects

LEPs should use Government branding to help promote projects funded via the Local Growth Fund, and other UK Government funded projects, and collaborate on external communications opportunities.

LEPs will ensure that:

- DCLG is given advance notice of announcements (2 weeks if possible) to allow quotes to be arranged for any media releases.
- "Local Growth Fund" description is used in media releases (see below).
- Ministers (DCLG, BEIS, and other relevant policy departments) are invited to landmark events.

For projects in receipt of Local Growth Fund allocations, the HMG logo must be used in all marketing and promotional materials.

Press releases will include the description detailed below:

### **"Local Growth Fund"**

*Local Enterprise Partnerships are playing a vital role in driving forward economic growth across the country, helping to build a country that works for everyone.*

*That's why by 2021 Government will have invested over £12bn through the Local Growth Fund, allowing LEPs to use their local knowledge to get all areas of the country firing on all cylinders.*

*Analysis has shown that every £1 of Local Growth Fund invested could generate £4.81 in benefits.*

## Social media

Dorset LEP regularly posts and shares items on its Twitter account, which has over 3,500 followers.

Please tag [@DorsetLEP](https://twitter.com/DorsetLEP) into any twitter announcements so that we can share it with our followers.

## Our Logo

The logo represents the essence of Dorset LEP, which is a business lead partnership for the economic growth and prosperity of Dorset. The circular symbol represents the concept of

linking the sectors of Dorset together in partnership, and the clear and corporate style font is designed to represent the business lead ethos and nature of our organisation.

In order to ensure a harmonised visual identity for information and communication operations, users of the Dorset LEP logo will be required to display the logo in the correct form and presentation in all correspondence and activity related to Dorset LEP.

We currently have 3 variations of the Dorset LEP logo.

- Primary Logo: Red Yellow and Black
- Secondary Logo: Purple Green and Black
- Tertiary Logo: Blue, Grey and Black

The primary logo has been chosen for its representation of the Dorset Flag colour scheme.

Please note the other variations are considered backups for specific communications/creativity purposes if required, and that unless you request otherwise, you will only be supplied with the primary version of the Dorset LEP logo.

## Construction of Our Logo

The Dorset LEP logo comprises of three circles that are interconnected. The colours of the links are dependent on the chosen theme.

### Primary Logo



Red, Yellow and Black (Dorset Flag)

Chosen as the primary logo design for Dorset LEP, the red, yellow and black variation represents the colours of the Dorset flag and is considered the first choice for any application of the Dorset LEP logo.

### Secondary Logo



Purple, Green and Black (Neutral Corporate Palette)

Considered the second choice, the purple, green and black variation is available as a backup resource for Dorset LEP communications should creative needs require its implementation.

### Tertiary Logo



Blue, Grey and Black (Sea Representation).

The final variation of the logo is a third and final option for creative implementation and is designed to represent one of Dorset's most iconic attractions - the sea.

## Colour Palette



Yellow #f8dc3b Red #c90022 Black  
(symbol and text) #231f20



Green #6bb991 Purple #865785  
Black (symbol and text) #231f20



Dark Blue #0c3354 Blue #3b5971  
Grey #a8a9ad Black (text) #231f20

## Logo Formats

All three versions of the Dorset LEP logo come in a variety of formats that are suitable for all publishing platforms. These are the following:

- JPEG
- PNG
- ESP
- VECTOR
- Greyscale

## Application of our Logo

When applying the Dorset LEP logo to any communication material/documentation, you must ensure the following variables are considered.

### Positioning

The Dorset LEP logo must be clearly positioned and visible with no distortion.

### Exclusion Zone

You must ensure that the white space around the logo is the width/height of the **D** in the word Dorset on the logo.

### Resizing

If you need to resize the logo, you must ensure that it is still legible and the text is clear and not distorted in anyway. Below is an illustration of the minimum size you can reduce it to.



When altering the size you must ensure that the basic construction and visual effect of the logo is unchanged:



## **Bleed**

If a bleed of the Dorset LEP logo is required for creative/design purposes, the Communications Manager must be consulted before you can proceed. Due to the corporate nature of the Dorset LEP organisation and the subsequent key messages that follow, it is important to visually support and represent this message. Therefore, creative alterations of the logo will only be considered for specific design implementations and if all other avenues have been explored.

## **Logo Adaption**

This could include the following:

- Specific campaigns/Block Colours
- Coloured Backgrounds
- Images as backgrounds
- Animation

Whilst as a LEP we encourage creativity as an essential skill to enterprise and growth, we also need to ensure our logo remains within the realms of corporate communication, i.e. clearly readable, positioned, clean and professional. If you are attempting to adjust any of the three Dorset LEP logos to fit any form of adaption, you must consult with the Dorset LEP Communications Manager to gain permission. Any alterations without prior consultation will be considered a breach of copyright.

## **Where to use our Logo**

As stated above, the Dorset LEP logo is the representation not just of our brand but of our vision and reputation as a LEP. With this in mind it is essential that our visual identity is correctly and appropriately applied to all published material, be it internal or external. Please see below a breakdown of publicity materials where the logo may be applied.

## **Dorset LEP / Affiliated Partners/Stakeholders**

- Websites
- Newsletters
- Press Releases
- Internal documentation
- Emails
- Signage
- Digital Signage
- Any other published materials

## Key Contacts

If you have any queries regarding any of information supplied in this document please do not hesitate to get in touch via the contact details below and a member of the Dorset LEP team will be happy to help you.

We look forward to working with you.

### **Brand and Publicity Guidelines**

Charlotte Knight, Dorset LEP Communications Manager

Email: [cknight@bournemouth.ac.uk](mailto:cknight@bournemouth.ac.uk)

Tel: 01202 962 719

### **Further Dorset LEP Enquires**

Lorna Carver, Director of Dorset LEP

*6th Floor, Poole House,*

*Fern Barrow, Poole,*

*Dorset*

*BH12 5BB*

Executive Assistant to Lorna Carver:

Kathryn Hill

Email: [khill@bournemouth.ac.uk](mailto:khill@bournemouth.ac.uk)

Tel: 01202 965 868