

Centre for Local Economic Strategies (CLEES)

Branding Guidelines



Overview

This document is a guide in how to use the CLES brand clearly and consistently.

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Logo

The CLES logo is the main representation of the organisation, its values, and its mission. It should be seen as the CLES signature, and consistent use and proper implementation of this logo is crucial to maintaining effective brand standards of the organisation.

This section of the style guidelines will detail how and when to use the CLES logo as well as all other acceptable variations and proper usage.

Concept

The CLES logo is comprised of lettering and two overlapping circles representing a Venn diagram. The latter symbolises the two principal activities of CLES: thinking and doing. The circles also represent the holistic and balanced approach of CLES to its work, and CLES' consideration of the interconnected values that extend beyond simply the economic. The simplicity of the logo is intended to convey clarity of thought.



How to use the logo

The logo can be used in black against white or inversed when on a dark or coloured background. The circles and the lettering should always be the same colour. It should be placed in the bottom right of a page.

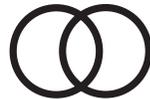
Graphic without lettering

The circles graphic can be used without the lettering. The graphic creates a quick association with CLES, and can add interest and impact to a layout. It can also be used as a monogramic watermark on documents or Power Point slides.

The logo with full title or strapline

The logo will normally appear without the full title or strapline. However, when the logo must appear with the full title or strapline, the text should be aligned as pictured and not manipulated in any way.

CLES graphic without lettering



The CLES logo



CLES logo with full title



CLES logo with strapline



Clear Space

Clear space is the minimum “breathing room” that must be maintained around the logo. When using the logo in layout, placement, text, photos, and other graphic elements, you must respect the clear space standards shown here. Clear space also refers to the minimum distance from the edge of the page.

This standard also applies to email and web applications.

Sizing

The logo should not appear smaller than the example below.



Visibility

The logo should as far as possible be



Modifications

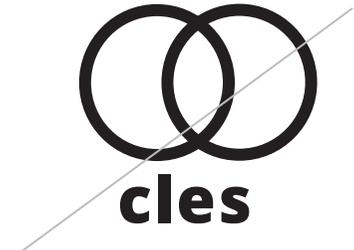
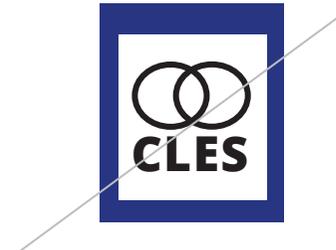
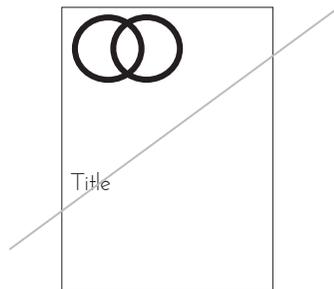
The logo should not be modified in any way.



It should not be over-sized relative to other visual elements e.g. headings.



The logo should never appear within a “box”.



Colours

Proper use of colour helps to create a consistent visual image both internally and externally. Colour is a dominant driver of emotion, and it is important to apply CLES' colour palette accurately.

White

It's important to remember that White, is an important part of our colour palette. White space is an essential component of a balanced design, and should be considered a brand colour in conjunction with this palette, and used liberally.

CLES colour palette

CLES colours add brightness and vitality to the CLES identity, and represent the energy of CLES and the diversity of its work and audiences.

CMYK 74,0,66,0
RGB 52,171,110



CMYK 5,2, 86, 0,0
RGB 226, 32, 1544



CMYK 95, 68, 47, 38
RGB 16,47,65



CMYK 74,4,14,0
RGB 23, 168, 202



CMYK 1,20,89,0
RGB 249, 191, 27



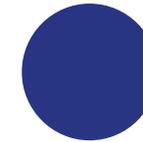
CMYK 0,50,86,0
RGB 240, 127, 40



CMYK 4,91,100,0.5
RGB 241, 37, 27



CMYK 93,84,7,0.65
RGB 40,53,131



CMYK 94,52,45,22
RGB 19,74,89



CMYK 20,16,16,0
RGB 191,190,190



Typography

CLES' typography should be regarded and protected as a fundamental design asset and following a few simple guidelines will ensure that CLES' communications are always clear, consistent and accessible.

Typeface: Open Sans

Open Sans is CLES' primary typeface and should be used for all body copy.

Open Sans is a sans serif typeface, designed to have a neutral, yet friendly appearance. It has been designed for print, web, and mobile interfaces, and has excellent legibility.

Open Sans is available to download here: <https://fonts.google.com/specimen/Open+Sans>

Typeface: Montserrat

Montserrat is also a sans serif typeface, which can be combined with Open Sans to create an effective heading hierarchy.

Montserrat is available to download here: <https://fonts.google.com/specimen/Montserrat>

Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Headings

Headings should not be underlined or appear in italics. The heading hierarchy should be used instead. All headings should be in sentence case (only the initial letter is a capital). Headings should not include punctuation, unless the heading is a question or an exclamation.

Text colour

As a general rule, text should appear in CLES grey on a white background or in white on a coloured background. However, additional colours from CLES's primary colour palette can be employed for as secondary colours, for hyperlinks and dates for example.

Header 1

Montserrat, regular, 28pt.

Header 2

Montserrat, regular, 14pt.

Heading 3

Montserrat, regular, 12pt.

Heading 4

Montserrat, regular, 11pt.

Intro

Open Sans, regular, 12pt

Body

Open Sans, regular, 10pt.

Highlight

Montserrat, regular, 16pt

Style

Photography and illustrations

Photography and illustration are key elements in telling the CLES story, and high quality imagery and consistency in style is critical to all communications.

Photos should reflect the same messaging as written text, bringing to light messages of social justice, resilient communities, good lives, learning, inclusivity, place, regeneration, and social value.

Illustration can be used to visualise complex ideas or actions. They should reflect the dynamic and responsive nature of CLES' work, can be layered on top of photography, or used independently.

Examples



The circle

The circles of the logo are a design motif and used for simple but appealing presentation of content.

Example





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