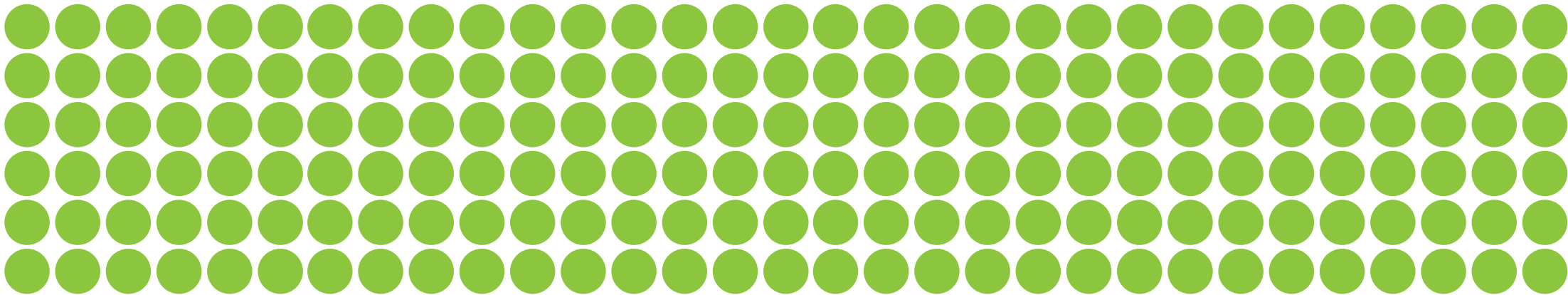


Brand guidelines and toolkit



The Mark

The Greater Nottingham Partnership Mark

Primary version

The Greater Nottingham Partnership (GNP) mark consists of two elements: a symbol and wordmark, and they should never be separated.

The symbol, a digital, modern representation of growth and sustainability. The overall structure and configuration representing abstractly the silhouette of branches and trunk of a tree.

The mark should always be used in the arrangement shown to the right; the symbol must never appear without the wordmark 'Greater Nottingham Partnership'.

In literature, the size and position of the two elements must never vary.



Secondary versions

Additional marks have been created to identify the various sectors GNP supports, here the sub brands have been positioned alongside the wordmark and are highlighted in Pantone green 376.

Secondary versions



The Greater Nottingham Partnership Mark

Primary palette

The primary palette consists of the two main colours;

Process Black and Pantone 376

Black and white are essential colours that create two important elements: the canvas (or white space) and text. Our approach to the overall branding has allowed for more white space in layouts letting elements breathe and giving a sense of clarity and confidence.

Use of colour

At no time is it acceptable to alter the values of any colours within the palette. Additional supporting shades may be used, however these must be complementary to the main colours used. Use of additional colours must be agreed before use.

Mono version

Wherever possible, the full colour version of the mark must be used.



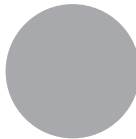
The exceptions to this rule are:

- A one or two colour print that does not use the brand colours.
- If the mark is to be used on a colour background that renders it illegible.

In both cases a black or white mark should be used. Under no circumstances should either the 'The Mark' or the symbol colours change from those mentioned above.



Primary colour breakdowns

	1	2	3
			
PANTONE®	376 U	Process Black	Process Black
CMYK	50 / 0 / 100 / 0	0 / 0 / 0 / 100	0 / 0 / 0 / 40
RGB	141 / 198 / 63	0 / 0 / 0	0 / 0 / 0
Hex	#8DC63F	#000000	#000000

Using the mono version



Scale & Placement

The Greater Nottingham Partnership Mark

The clear area

Always keep a clear area around the mark, this ensures that the mark is never compromised by any other graphic, typography or imagery. The proportions are defined by the letter 'G' of the wordmark. From the outer edges of the mark there must be the height of the letter 'G' on all sides.

It is expected that the Greater Nottingham Partnership logo will be used on all occasions where the project sponsors logo is used. For example:

- project boards and signs
- leaflets and literature about the project
- websites
- newsletters
- posters
- exhibition stands

The Greater Nottingham Partnership also expects support to be acknowledged when you issue information about the project - for example press releases, media articles and committee reports.

Minimum size

For maximum legibility, specifically when at reduced size the mark must not be used at a size smaller than 25mm width.

Position



The proportions of the clear area

Sizing examples & variants

2 colour PANTONE



25mm width
(minimum size)

mono version



25mm width
(minimum size)

reversed out version



25mm width
(minimum size)

Typography

Flux Bold

The typeface used in the wordmark is Flux Bold.

Typeface & weights

Flux Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Xyz Xyz Xyz Xyz

50pt

42pt

28pt

20pt

Flux Bold 7pt

Flux Bold 9pt

Flux Bold 12pt

Flux Bold 18pt