



Invest
in north somerset

Design Guidelines



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An introduction to our work

The Economic Development Team is focused on helping existing local businesses to grow, to promote North Somerset as a prosperous location for new investment and to provide information that is of use to both existing and new businesses in the area.

As part of these aims the team provides the following services:

- Ongoing management and updating of the [‘in north somerset’](#) website. This site has been created following feedback from external businesses/organisations that a ‘portal’ was required to bring together the wide breadth of business related information into one place
- Assistance in locating land and premises
- Signposting to other services within the council
- Information on training courses via the [North Somerset Enterprise Agency](#)
- Advice and assistance for new business start-ups
- Signposting to external business support available
- Relocation and aftercare service

Feedback from businesses, business representatives and organisations during the development of the [‘in north somerset’ website](#) and via a business survey, highlighted the need to raise the profile of North Somerset and to develop a brand to promote the area.

As a result of this feedback the ‘in north somerset’ brand has been developed. It is intended that this ‘signature’ brand can be used by existing businesses, developers, agents, organisations in order to promote to external clients/customers that they are part of the working community located in North Somerset.



Invest in our new logo

The logo has been developed to be used by businesses, developers, agents and other business related organisations. The more it is used, the stronger the brand will become and the greater the profile and awareness of North Somerset will be.

The brand has been purposely designed so that it can be adapted to apply to a large range of businesses and organisations. This can be done simply by selecting the logo with the most appropriate 'descriptive' word.

For example:

- 'Made' in north somerset can be used by any business that produces a tangible product
- 'Business' in north somerset could be used by businesses that sell a service or undertake business to business activity
- 'Shop local' in north somerset may be used by local shops (e.g. displaying the 'shop local' sticker in windows)
- Developers and agents may want to either use 'Business' in north somerset or 'Invest' in north somerset
- A tourism related business may want to use 'Stay' or 'We are' in north somerset
- 'Connect' in north somerset could be used by ICT and telecomm business. It could also be used by business networks and representative organisations
- A generic logo 'We are' in north somerset can be applied to many different businesses and business activities
- Various outdoor attractions could use 'Active' in north somerset



Invest
in north somerset



Our typeface ITC Lubalin Graph

The Lubalin Graph slab serif typeface has been chosen to communicate the brand.

ITC Lubalin Graph is the corporate typeface used only in Demi and Book weights.

When using ITC Lubalin Graph the kerning should be set at -40. Attention should be paid to any kerning deficiency in the digital font.

ITC Lubalin Graph

Demi

**ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890**

Book

**ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890**



Correct use of our typeface

When using ITC Lubalin Graph for statements, the comment should appear in Demi and in north somerset should appear in Book weights.

The statement should be in 80% Black and in north somerset should be 60% black ([see colour palette](#)).

When using ITC Lublian Graph the [kerning](#) should be set at -40 (based on Adobe Illustrator measurements).

If a 20pt typeface is used then the [interline spacing](#) should also be 20pt (1) for example:

1. Is 20/20pt
2. Is 15/15pt
3. Is 10/10pt

Portishead Marina has 3000 dwellings and more than 300 affordable houses
in north somerset

1

We have 78 schools, with 95.6% GCSE pass rate and £45 million investment in new buildings
in north somerset

2

With Bristol Airport, M5 and M4 on your doorstep, business is made easier
in north somerset

3



Our corporate colour palette

Main corporate colours.

Any percentage of Black is okay to use with design work.

The colours must always be reproduced to conform with one of the specifications indicated here: [Pantone®](#) for a direct tone printing.

CMYK for four colour printing.

RGB for on-screen application.

The colour palettes are included in the swatch palette section, which can be downloaded from our [Brand Toolkit](#) section of our site.



Pantone 1807 C
C 0 M 100 Y 96 K 28
R 181 G 18 B 27
HTML #B5121B



80% Black
C 0 M 0 Y 0 K 80
R 51 G 50 B 51
HTML #333333



60% Black
C 0 M 0 Y 0 K 60
R 102 G 102 B 102
HTML #666666



Black
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HTML #000000



100% 90% 80% 70% 60% 50% 40% 30% 20% 10%



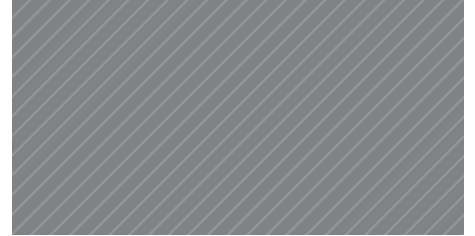
Our background line patterns

The opposite background patterns can be used to promote the brand. We have used them on our website as backgrounds for box-outs.

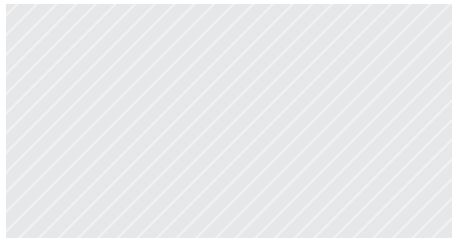
The background patterns are included in the swatch palette as an [.ase file](#), which can be downloaded from our [Brand Toolkit](#) section of our site.



Pattern A



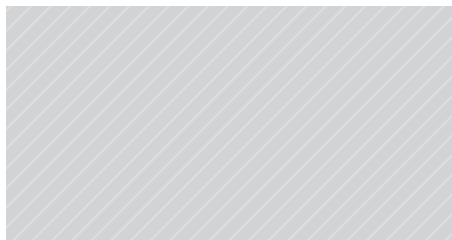
Pattern B



Pattern C



Pattern D



Pattern E



Exclusion zones and minimum size

Always reproduce the logotype from the master artwork.

1. Whatever size the final logo, there is a minimum exclusion zone around the logo, this is the height and width of the 'N' circle graphic from the logo.
2. Shows how co-branding can work with the minimum exclusion zone applied.
3. The logo should never be printed smaller than 15mm in height.

1



2



3





Variations of our logo

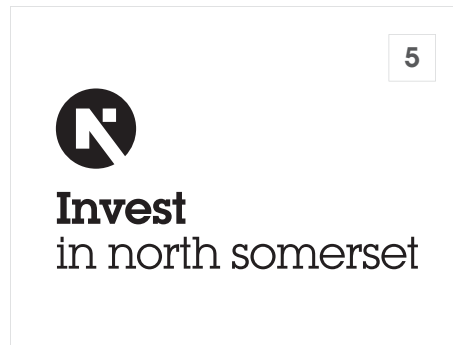
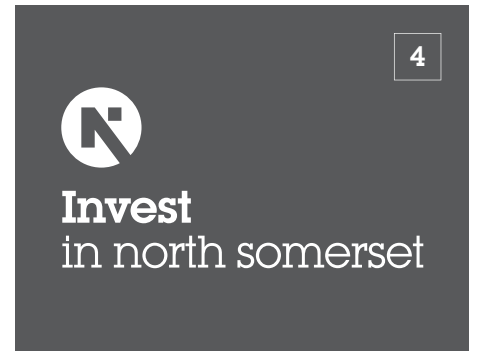
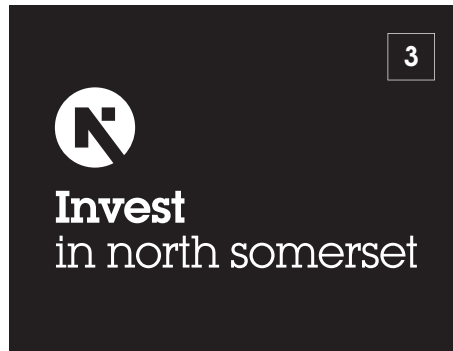
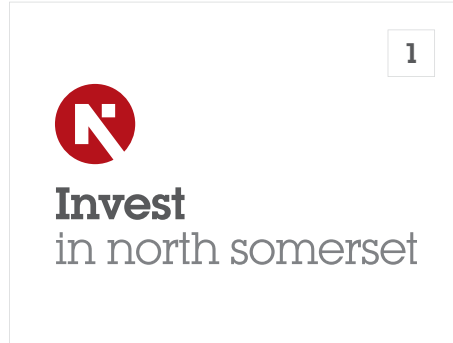
Always reproduce the logotype from the master artwork.

These 5 colour variations can be downloaded from our [brand toolkit](#).

These various coloured logos can also be downloaded as listed below:

- Active
- Business
- Buy
- Connect
- Invest
- Learn
- Made
- Meet
- Shop local
- Skills
- Stay
- Swatches
- Travel
- We are
- You are

Logos should only appear on a White background (1 and 5), Red (2), Black (3) and Grey (4). See our [Colour palette](#) for values of these colours.





Our logo with website URL

Always reproduce the logotype with website URL from the master artwork.

These 5 colour variations can be downloaded from our [brand toolkit](#).

These various coloured logos can also be downloaded as listed below:

- Active
- Business
- Buy
- Connect
- Invest
- Learn
- Made
- Meet
- Shop local
- Skills
- Stay
- Swatches
- Travel
- We are
- You are

Logos should only appear on a White background (1 and 5), Red (2), Black (3) and Grey (4). See our [Colour palette](#) for values of these colours.

6. The logotype with website URL should never be printed smaller than 20mm in height.



6

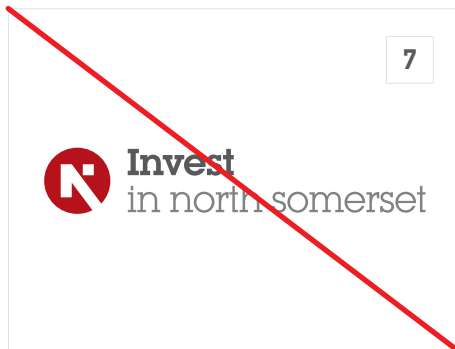
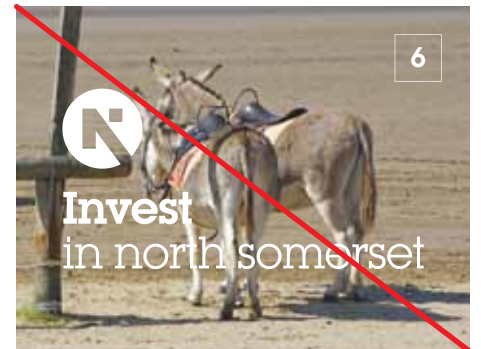
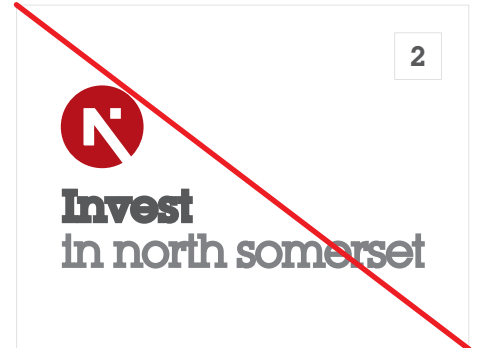




Incorrect uses of our logo

Incorrect uses of logo type - shown opposite »

1. Do not distort logo
2. Do not thicken name style
3. Do not outline logo
4. Do not use any colours other than in our [colour palette](#)
5. Do not alter the orientation of the logo type
6. Do not use the logo on a photographic background
7. Do not make the logo into a pattern





Examples of using our brand

How could your business benefit from the brand? It's your region, it's your brand.

Any company with links to North Somerset can use the brand for free.

The logo can be used on:

- Web sites
- Packaging
- Letterheads and press releases
- Case studies
- Exhibition materials
- Brochures
- and any other type of marketing material.

[The brand toolkit](#) and design guidelines provide clear instructions of how the brand can be applied.

Templates and artwork as listed below can be downloaded and used depending upon the nature of the business or business activity.

- [A5 postcard artwork](#)
- [Icons](#)
- [Shop local window sticker artwork](#)
- [Colour and pattern swatches](#)
- [Logo variations](#)
- [Sticker sheet variations](#)

These can be downloaded from the [brand toolkit section](#) of the 'in north somerset' website ready for businesses to use.

Examples of using our brand opposite:

1. Vehicle graphic vinyl
2. Local produce label
3. 'Shop local' window sticker



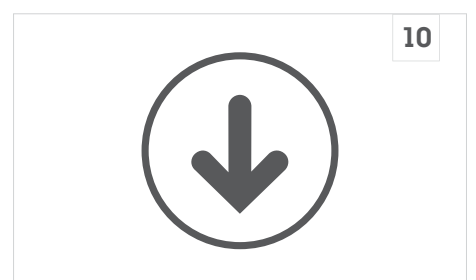
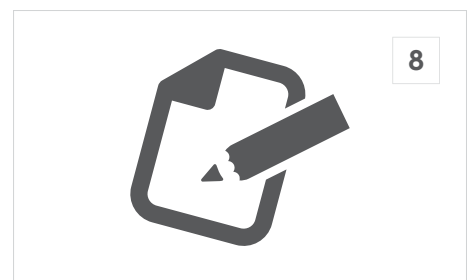
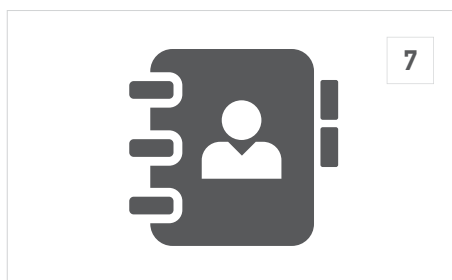
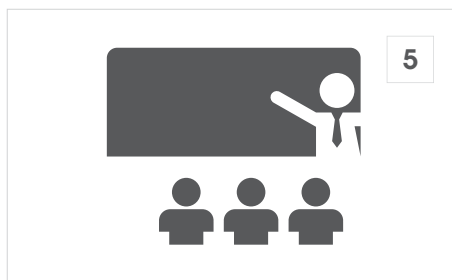
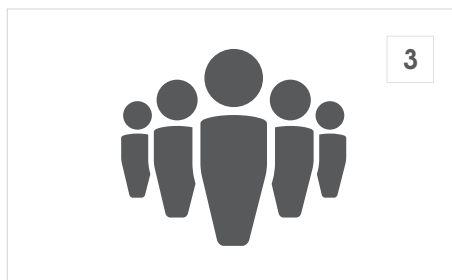


Information graphics

Various icons have been designed for our website and additional marketing collateral - both online and offline.

The icons are part of the toolkit and have been created to help give relevance to brand communications.

These can be download in our [brand toolkit section](#).





Examples of sticker artwork

Always reproduce the stickers from the master artwork. It must never be altered in any way.

These 5 stickers can be downloaded as A4 sticker sheets from our site.

These various coloured stickers can also be downloaded as A4 sticker sheets saying:

- Active
- Business
- Buy
- Connect
- Invest
- Learn
- Made
- Meet
- Shop local
- Skills
- Stay
- Swatches
- Travel
- We are
- You are



1

Invest
in north somerset



2

Invest
in north somerset



3

Invest
in north somerset



4

Invest
in north somerset



5

Invest
in north somerset



This document aims to ensure that the basic elements of our graphic identity are used clearly and consistently on all the brand supports.

Please read through the entire document before using any of these elements.

If you have the slightest doubt concerning any of the principles presented in this document, please drop us a line:

info@innorthsomerset.co.uk