

This document focuses on the visual presentation of our brand and how the branding can be used. When using the enjoy Staffordshire Brand Mark the following guidelines should be applied to ensure consistency.

Vertical version of the Brand Mark For use on printed matter above 25mm wide

Our 'Vertical Brand Mark' can be reproduced at any size, down to a minimum width of 25mm. The logo should be used in **PANTONE® 2925**. If used on a dark background then use the whiteout version.



Staffordshire Blue



PANTONE® 2925 C
C80 M29 Y0 K0
HEX: #0092d2

Horizontal version of the Brand Mark For use on printed matter above 45mm wide

Our 'Horizontal Brand Mark' can be reproduced at any size, down to a minimum width of 45mm. The logo should be used in **PANTONE® 2925**. If used on a dark background then use the whiteout version.

enjoy Staffordshire



Our Brand Mark – Incorrect usage

Alternative versions of our Brand Mark have been developed for a variety of situations. Please use official artwork at all times. If you cannot find an appropriate version for your application please contact a member of the brand team. You should never alter any of the existing artwork.



Correct usage



Do not distort the shape of our Brand Mark



Do not change the colour of our Brand Mark



Do not alter the proportions of our Brand Mark



Do not place our brand mark in a frame or box







Do not repeat our Brand Mark as a pattern







Backgrounds

To ensure our Brand Mark has a strong, visible impact at all times, it is important that it is placed on an appropriate background. Ideally our Brand Mark should appear on a flat colour but in some circumstances it can appear on an image.

Colour Examples

			
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White Examples

			
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Exclusion Area

To ensure our Brand Mark is given enough clear space to be seen prominently, we have determined a set of rules to indicate the minimum clear space that should be left around the mark. Clear space is determined by using the height of the capital 'S' from the typographic element of our Brand Mark.



Minimum clear space around the horizontal version of our Brand Mark = 1 x 'S' on either side

Minimum clear space around our vertical Brand Mark = 2 x 'S' on either side



Colour palette

A set of primary (P) and secondary colours have been selected to be used as part of the Staffordshire identity. Do not use any other colours or tint values than those shown below as this will dilute the consistency and visual impact of our brand.

C:45 M:0 Y:85 K:79 #2b4915	C:25 M:0 Y:85 K:82 #3b480b	C:0 M:0 Y:80 K:60 #837c26	C:7 M:1 Y:90 K:8 #e1d633	C:4 M:0 Y:25 K:6 #e6e7c0	C:65 M:0 Y:95 K:32 #428b38	C:53 M:0 Y:85 K:0 #83c55b	C:83 M:27 Y:55 K:6 #1b897e	C:45 M:14 Y:30 K:0 #90b9b3
C:100 M:100 Y:0 K:65 #080046	C:91 M:77 Y:1 K:0 #3153a2	C:69 M:17 Y:0 K:39 #20749b	C:80 M:29 Y:0 K:0 #0092d2	C:82 M:0 Y:3 K:0 #00b8ea	C:56 M:27 Y:0 K:0 #6ea1d6	C:29 M:89 Y:82 K:25 #923331	C:0 M:86 Y:80 K:0 #f04c3e	C:0 M:65 Y:100 K:6 #e5721e
C:52 M:73 Y:0 K:0 #895ea8	C:22 M:88 Y:5 K:0 #c34391	C:0 M:100 Y:0 K:0 #ec008c	C:0 M:82 Y:15 K:0 #ef558c	C:50 M:44 Y:43 K:7 #848080	(16%)C:50 M:44 Y:43 K:7 #e4e1e0	C:20 M:44 Y:63 K:1 #c9936a	C:14 M:28 Y:64 K:0 #dcb572	C:9 M:32 Y:100 K:0 #e7af22

Typography

Our typography is one of the cornerstones of our visual identity. It should be used creatively to help build brand recognition. We should always be consistent when applying typography. Bold and contemporary typefaces have been chosen to communicate our written personality, one that complements the elements within our Brand Mark. No other fonts should be used in any of our printed materials.

Monstro Solid. Should be used for main headings.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*():"', '><.,`**

FS Albert Bold. Can be used for emphasis or subheadings within body copy.

abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*():"', '><.,`

FS Albert Light. Should be used for body copy.

abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*():"', '><.,`