



We are the People Hub, a brand-new way of supporting residents across Cornwall.

Our advisers are on hand to provide free confidential advice and support regarding work, employment, and training.

This document is a mini guide to the brand communication style for People Hub, detailing how it's expressed, and how the creative elements fit together in all our communications. The guide should be followed when commissioning, designing or delivering any kind of communication.

## 02 / OUR PRIMARY LOGO

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The People Hub logo is made up of two parts - a graphic element and a text element.

The logo should always, where possible, be displayed using both parts and without changing the relationship between the two parts.

The graphic element - the people icon - can be used separately in certain situations, such as within social media.



PRIMARY LOGO



GRAPHIC ELEMENT

### 03 / THE SAFE ZONE

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Our logo should always have breathing space.

This can be determined by the width of one of people icon shapes as shown in the example on this page.



SAFE ZONE

## 04 / KEEPING CONSISTENCY

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Consistency is important when using our brand and we therefore ask that the elements that make up the logo are not altered in anyway.



DO NOT ALTER PROPORTIONS



DO NOT DROP ELEMENTS



DO NOT SCALE ELEMENTS



DO NOT ALTER COLOURS



DO NOT ADD EFFECTS



DO NOT LOSE YOUR HEAD

## 05 / OUR SECONDARY LOGO

As well as the primary logo, where the people icon elements overlap each other, there is a secondary logo. This version keeps the people elements as separate shapes.

The secondary logo can be used where space is restricted or where colours and production restrictions require it - such as embroidery or printing on material.



SECONDARY LOGO

### MINIMUM SIZE

The logo should not be printed smaller than 10mm high, with the secondary logo being used on logo sizes of around 15mm high.



MINIMUM SIZE

## 06 / OUR LOGO VARIATIONS

Our logos are available in a variety of formats and file types, grouped in three main sections.

### CMYK VERSIONS

The ai, eps and tiff CMYK files are suitable for print applications. Both the ai and eps are vector based and will enlarge to any size without lose of quality. The tiff file would suit adverts.

### RGB VERSIONS

The RGB files are suitable for screen and other digital applications. Along with RGB JPEG options ranging from low resolution (72) to high resolution (300) there are also GIF and PNG files.

### MONO VERSIONS

The mono black logo can be used where colour printing is not available and the mono white logo can be placed over a dark solid colour or image.



MONO BLACK LOGO



MONO WHITE LOGO



RGB GIF



RGB PNG



LOW RES JPEG (72)



MID RES JPEG (150)



HIGH RES JPEG (300)

## 07 / OUR PEOPLE ICON

Our people icon can be used separately in certain circumstances, such as a social media icon, a favicon or where a small square logo is required.

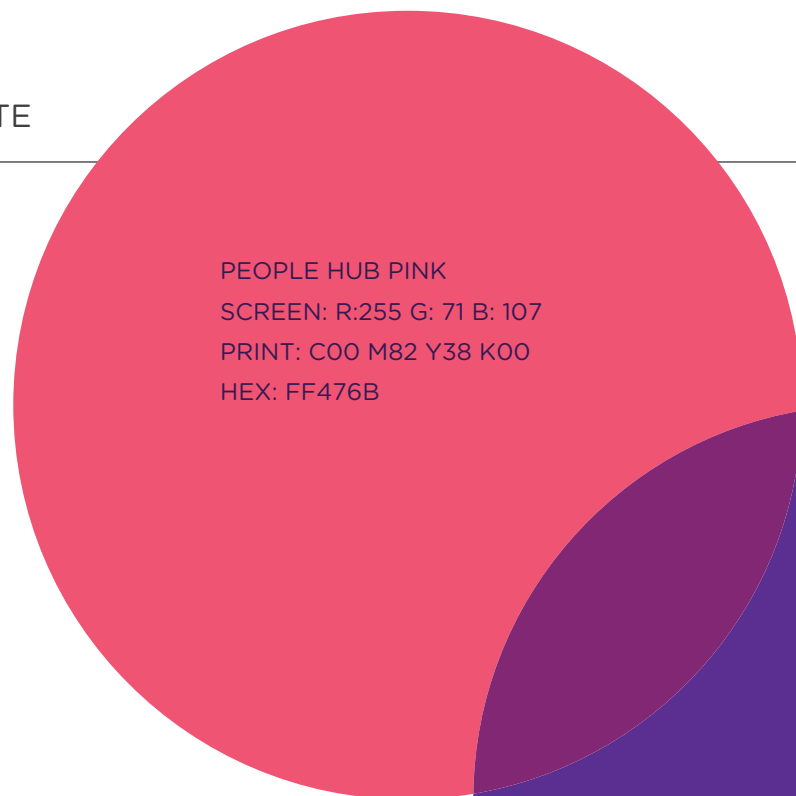
It can also be scaled large to bleed off the page.



## 08 / OUR COLOUR PALETTE

We have a vibrant colour palette that is used within the logo and will help influence other marketing material.

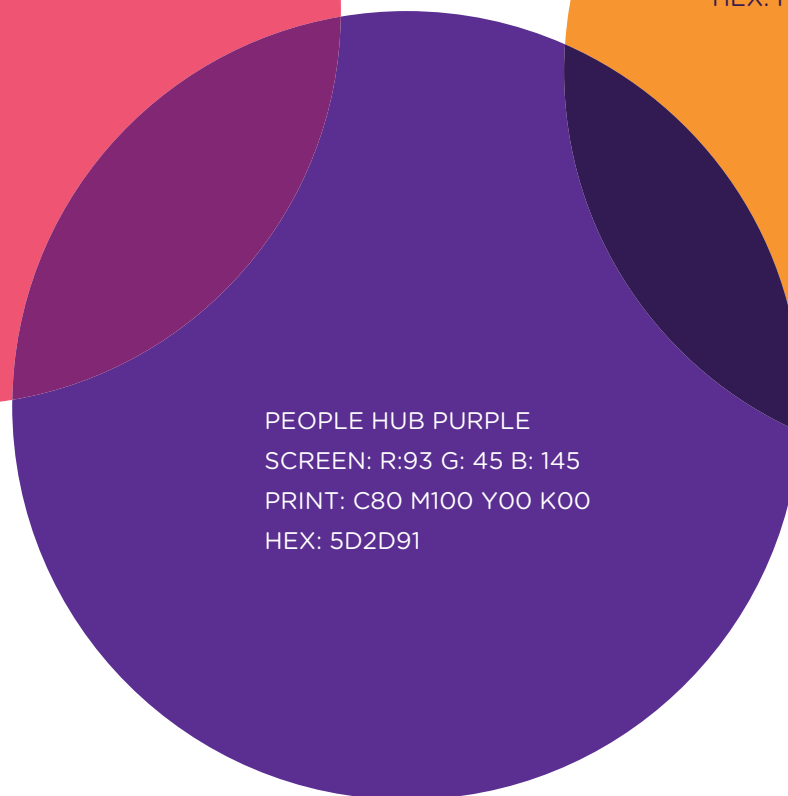
It has been created to inspire confidence and create a warm and welcoming palette, whilst reflecting the professionalism of the guidance we can offer our customers.



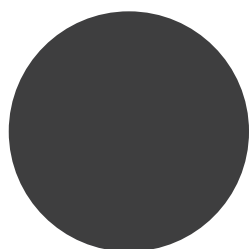
PEOPLE HUB PINK  
SCREEN: R:255 G: 71 B: 107  
PRINT: C00 M82 Y38 K00  
HEX: FF476B



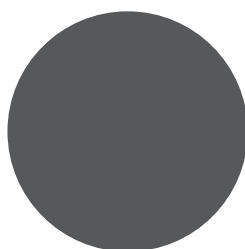
PEOPLE HUB ORANGE  
SCREEN: R:248 G: 149 B: 29  
PRINT: C00 M49 Y91 K00  
HEX: F8951D



PEOPLE HUB PURPLE  
SCREEN: R:93 G: 45 B: 145  
PRINT: C80 M100 Y00 K00  
HEX: 5D2D91



CO MO YO K90  
R65 G64 B66  
#414042



CO MO YO K80  
R88 G89 B91  
#58595B



CO MO YO K10  
R230 G231 B232  
#E6E7E8

Our typeface is Gotham  
Rounded. This font is friendly,  
approachable and professional.

It seeks to advice and offer  
guidance yet show that we are  
open, friendly and, above all,  
here to listen to you.

Wherever possible use this  
typeface in our communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£%&

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£%&

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@£%&**

We can talk through your issues  
and offer you immediate information,  
advice, and guidance

## 10 / SUPPORTING IMAGERY

We have a selection of carefully chosen images that represent the type of customers we may be serving and sectors they work in. These images are available, both in screen and print resolution, for use in marketing material.



We are part of the Growth and Skills Hub family. Our logo is designed to sit alongside theirs whilst having it's own identity.

We work with both the Growth and Skills Hubs, but are independent of them in the guidance, information and advice we offer.

We are part funded by the Cornwall and Isles of Scilly LEP, European Union, HM Government and Cornwall Council.



If you have any questions regarding our brand or require a logo file, please contact us.

**Judith Hann**

PROGRAMME MANAGER

Community Led Local Development

Mobile: 07538 259 576

Email: [judith.hann@cornwalldevelopmentcompany.co.uk](mailto:judith.hann@cornwalldevelopmentcompany.co.uk)

**Alan Pottinger**

MARKETING COORDINATOR

Community Led Local Development

Mobile: 07944 230 968

Email: [alan.pottinger@cornwalldevelopmentcompany.co.uk](mailto:alan.pottinger@cornwalldevelopmentcompany.co.uk)

**Leo Stockley**

SENIOR DESIGNER

Design79

Mobile: 07475 033 348

Email: [leo@design79.co.uk](mailto:leo@design79.co.uk)



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Registered Office: Bickford House, South  
Wheal Crofty, Station Road, Pool, Redruth,  
TR15 3QG

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no. 3668828

[www.cornwalldevelopmentcompany.co.uk](http://www.cornwalldevelopmentcompany.co.uk)

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