

The background features abstract geometric shapes. A large green circle is in the top left, a large blue circle is in the top right, and a dark grey shape fills the bottom and middle. A yellow line curves from the left side into the dark grey area.

GROWTH & SKILLS HUB

Brand **Guidelines**

OUR LOGOS

Our logos are made up of two parts – the graphical shapes and the typography. One must never appear without the other



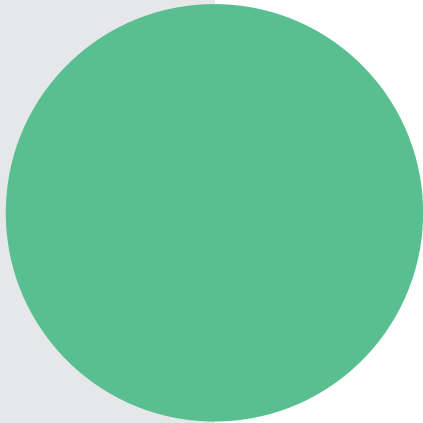
Partner logos

The EU logo must always appear in at least the same size as our logo.

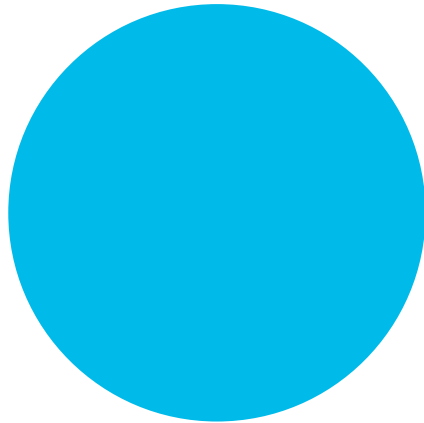


COLOUR PALETTE

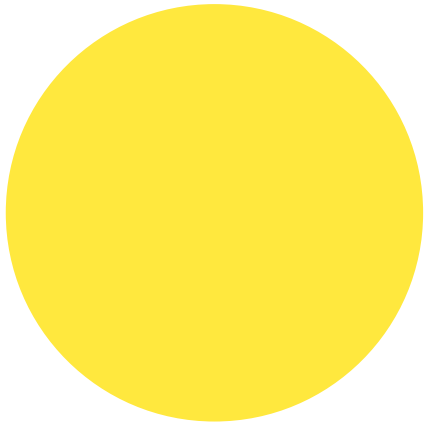
Our colour palette is drawn from the the colours used in the logos. It is a crucial part of our brand recognition. The main colour for Growth Hub is green and for Skills Hub blue. Both share yellow and grey, along with the secondary palette.



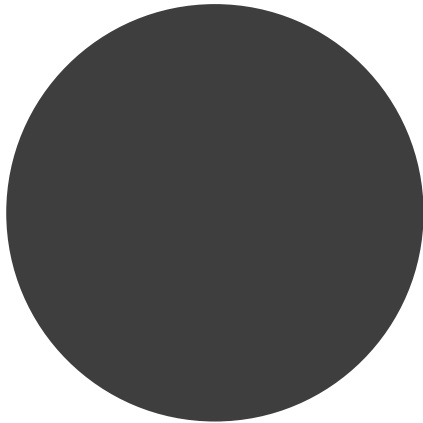
Growth Hub Green
C63 M0 Y57 K0
R92 G191 B145
#5CBF91



Skills Hub Blue
C70 M0 Y4 K0
R0 G192 B234
#00C0EA



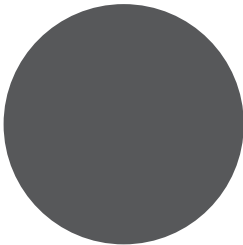
Yellow
C0 M0 Y100 K0
R255 G242 B0
#FFF200



Grey
C0 M0 Y0 K90
R65 G64 B66
#414042

Secondary Palette

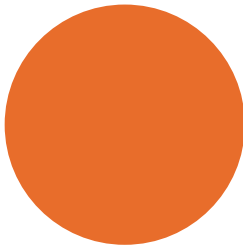
As part of promotional material and to compliment the main colour palette we have a secondary palette. The colours here can be used alongside the main palette, but not overpower them.



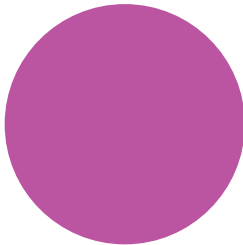
C0 M0 Y0 K80
R88 G89 B91
#58595B



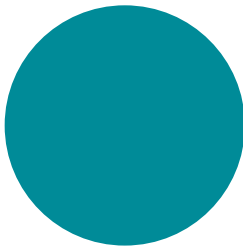
C0 M0 Y0 K10
R230 G231 B232
#E6E7E8



C5 M70 Y95 K0
R232 G110 B44
#E86E2C



C25 M80 Y0 K0
R189 G86 B160
#BD56A0



C100 M0 Y31 K23
R0 G140 B153
#008C99

TYPOGRAPHY

Where ever possible use our chosen typeface, Gotham Rounded. It has been chosen for its clear and approachable feel both in print and digital media.

If unavailable please use Arial.

Work
Smarter

Gotham Rounded Light (used for body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%&(){}

Gotham Rounded Medium (used for headers)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%&(){}

Shared documents

It's worth considering if other people have access to the correct font if being used on shared documents.

your
Business
MARKETING

Handwritten fonts

We use a selection of handwritten fonts. These are mainly used as secondary graphic items, with only a single word or flash being highlighted.

We can also help
if you have a
business idea!

Market Saturday

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%&(){}

Amatic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%&(){}

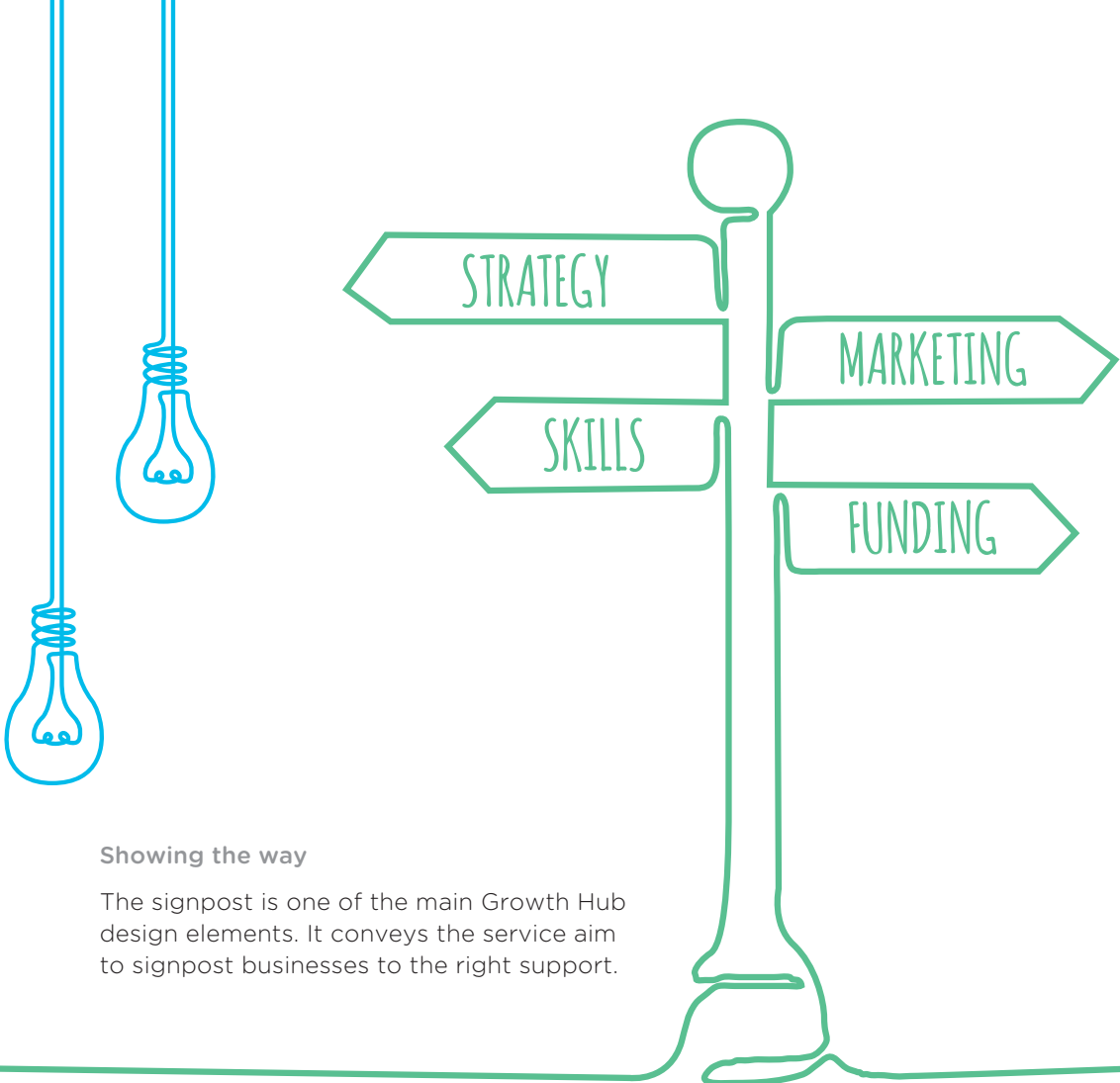
Journal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%&()☀️♡

DESIGN ELEMENTS

As part of our brand style we use outline illustrations and icons at the core of our message.

This creates a simple and clean design style to clearly convey information.

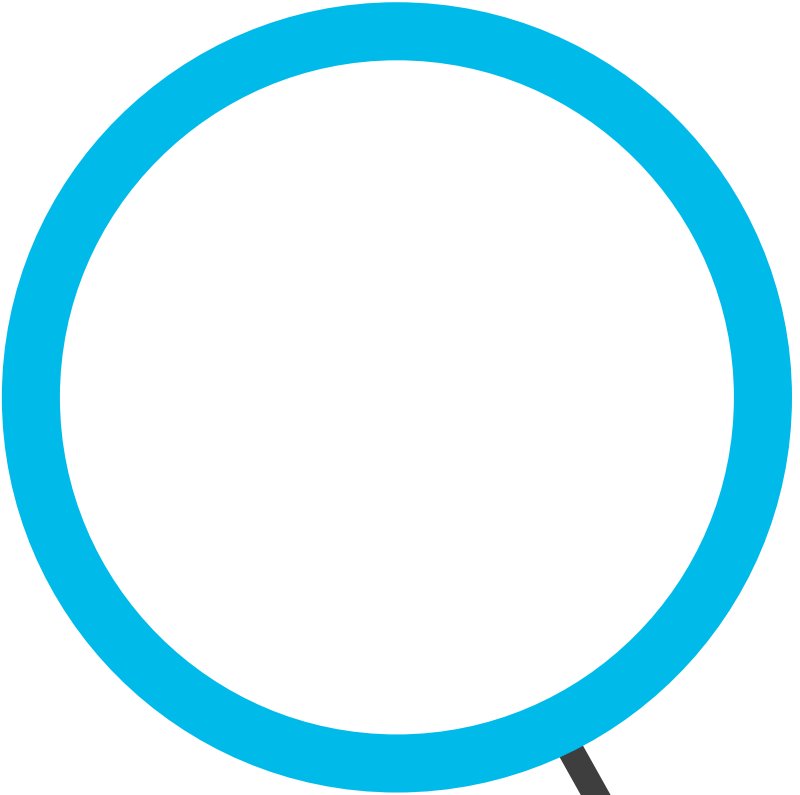


Showing the way

The signpost is one of the main Growth Hub design elements. It conveys the service aim to signpost businesses to the right support.

Personal Touch

The Skills Hub imagery, where possible, will aim to have a focus on people. This will reinforce the Skills Hub focus on people and their skills development.



Shapes

Our shapes form an integral part of the brand. They allow our brand colours to stand out in busy environments. We use both solid blocks of colour and outlines

DESIGN IN USE

The importance of our colour palette, shapes and choice of fonts is shown in these examples.



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