The Growth Hub

Brand Guidelines

Welcome to The Growth Hub brand guidelines.

The following pages detail what Growth Hub stands for and how the creative elements fit together in our communications.

We've kept it to just the essentials, allowing you to be inspired to grow the brand.

Brand Overview

The Journey

Our relationship with business will be characterised as a journey with the Growth Hub acting as a guide on the road to Growth.

We will explain this journey using branding, voice, content, themes and imagery, with The Growth Hub as a guide.

This vision is of the business going on their own journey, but with The Growth Hub acting as a passenger or navigator with a map to help them find the help and support they need.

All our content, imagery and structure of processes should be linked to how we are on the journey with business, so they stay at the heart of what we do.

Businesses

The Growth Hub journey starts with business looking to grow. The journey for each business will be different and the nature of their growth will be different.

Business growth for pre-start-ups will be getting off the ground, formulating their ideas and avoiding early mistakes so they keep moving forward.

For new businesses it might be taking on their first employee, moving out of working from home and renting work space or taking on a big contract.

For established business it might be taking it to the next level, starting to export, diversifying their product range or investing in equipment.

To represent the different types of growth and how success can mean different things to different people we have created our

"Business Journey" with different ways you can take the journey.

The journey starts with looking for help. This is the signpost. Businesses don't know which way to turn, they are looking for some help and support and The Growth Hub is there to point them in the right direction.

The next stage is to get some Guidance And Support (GAS). GAS represents the form on the website which is the first stage in our relationship with business. All journeys start with getting some GAS.

Once the business has seen a connector, getting some GAS can also mean refuelling on our website to get news, events, information and support from our resource library.

The road the business growth is the journey the business takes, with The Growth Hub along for the ride. To represent the ups and downs of running a business this will not be a straight line but will always end with an upward trend.

To represent different ways in which business want to grow, we represent this in mode of transport. This can be from a rocket ship for high growth, to a hot air balloon for slow burners. The usual method of transport for the journey is the car but every way you travel you need to start by getting some GAS to fuel up your journey.

YOU ARE HERE

SIGN UP ONLINE

GAS

COMPLETE THE **G**UIDANCE **A**ND **S**UPPORT TOOL

CALL OUR NAVIGATORS

MEET A CONNECTOR

CREATE YOUR ACTION PLAN

THE ROAD TO BUSINESS GROWTH
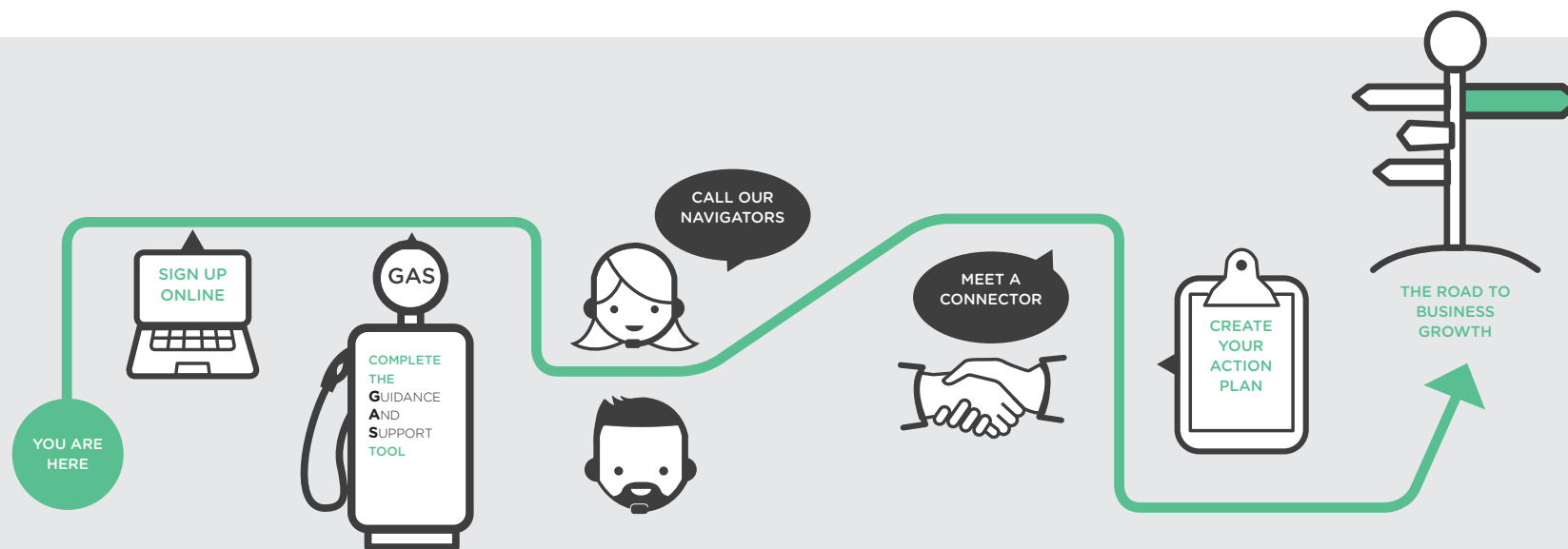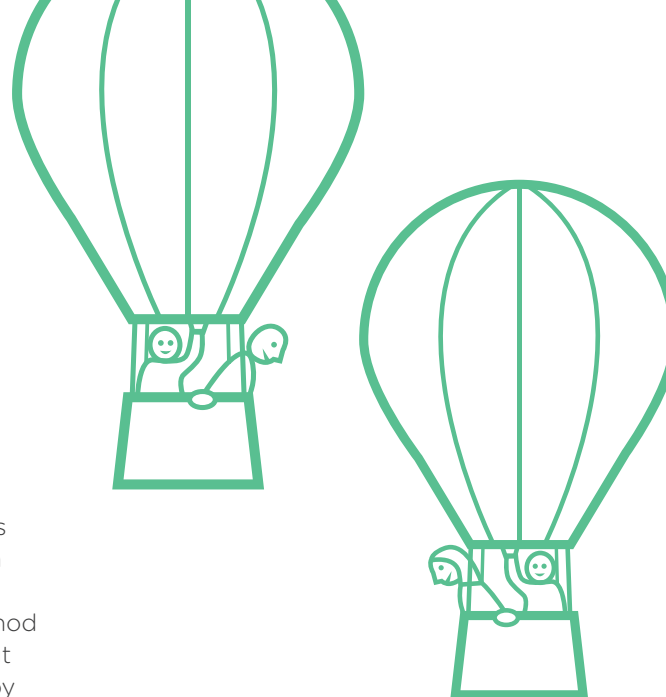
On Message

Here at the Growth Hub we all work towards the same goal:

To be the best Growth Hub in the Country and the 'go to' partner for businesses on their growth journey

- **The hub of business support in Cornwall & Isles of Scilly, a guide to and through the business support landscape**

- **A critical friend to provide Guidance And Support (GAS) for businesses with ambitions to grow**

- **Open to all – no business starts their journey empty handed**

- **Placing the needs of local businesses at the heart of what we do**

To do this we will live and breathe the following values in everything we do:

Credible & Confident
Businesses can have confidence in us as an impartial and informed 'critical friend/ guide'. We will act with confidence, making evidence based decisions and inviting feedback. We will always work with and on behalf of businesses – putting them at the centre of all we do.

Fresh & New
We offer a new approach and direction for businesses, and will always look for original and inventive ways in which to involve our audience and deliver our service. We are different to anything that has gone before.

Open & Honest
We will be open about what we are able to offer and will always be honest with businesses, even if it's not necessarily what they want to hear or a direction they have not considered.

Personal & Personable
Each business is different and one size doesn't fit all. We will treat each business as an individual and will listen, guide and support their ambitions as much as we can.

We will act as an extension of them or their team, a partner to their business growth journey.

Challenging & Championing
We will challenge ourselves, our partners and stakeholders to deliver the best service for business. We will challenge our clients to ensure they get the best from us and the right support for them. We will champion growing businesses to showcase what can be achieved and inspire ambition in others, endorsing Cornwall as a place to do business.

Influencing & Leading
We will position ourselves as influencers and leaders to amplify our message, to showcase opportunities, energise businesses into action and to build our credibility with the business community.

Learning & Evolving
We are a start-up 'business' and we will never stop learning and evolving in everything we do. We are on our own growth journey and will ensure constant knowledge exchange with business, providers and other Growth Hubs to ensure we are informed, current and contemporary.

Coordinating & Collaborating

We will act as a central hub for business support activity and communication. We will work closely with clients, providers, local and national stakeholders to identify opportunities for partnership working to avoid duplication and deliver best value for money.
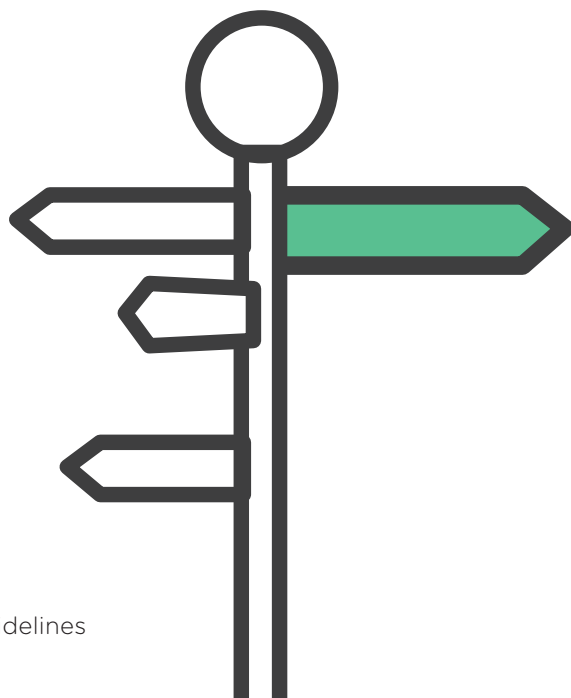
What is the Growth Hub and what will it do?

• An **impartial service** for businesses providing guidance, signposting and referral to business support opportunities.

• Uses a mix of web based tools and advisors on the telephone and face to face support to **help businesses understand the options** and opportunities on offer.

• Delivers a **simple and straightforward diagnostic** which will refer businesses to the right support for them.

• Provides **experienced professionals** (Business Connector) for businesses with ambitions to grow, working with them to identify the right support.

• Has a **focus on businesses with the ambition to grow**, regardless of industry or sector, although signposting and support is available for all.

• Works closely with the business support providers to avoid duplication and ensure business have a **seamless journey** through the business support landscape.

• Brings together a variety of funds and initiatives to create **a comprehensive, credible business support offer for all**.

Why should businesses use the Growth Hub?

• Businesses benefiting from development support generally **grow more quickly** and more sustainably than those that do not

• By engaging with the Growth Hub, businesses with the ambition to growth will benefit from a **bespoke service**

• Businesses engaging with the Growth Hub will be offered access to a range of services that specifically **meet their needs**

• The Growth Hub will 'take the strain' by **navigating the business support landscape** and making the referrals/ introductions to specialist services for the business on a 'right time, right place' basis

Our Logo

Our logo is made up of two parts –
the graphical leafs and the typography.
One must never appear without the other

There are four variation of our logo –
the difference being the treatment of
the leafs. The logo shown right is the
default main logo, though the three
options shown below can be used.

Please note: It is advisible to only use
one style of logo per item.

GROWTH
HUB Cornwall &
Isles of Scilly

GROWTH
HUB Cornwall &
Isles of Scilly

GROWTH
HUB Cornwall &
Isles of Scilly

GROWTH
HUB Cornwall &
Isles of Scilly

Logo Usage

We have some simple rules for correct
usage of our logo:

1) Always allow it plenty of space
2) Do not alter any of the logo elements
3) It appears of equal size and
   prominence to the ERDF logo

1)

Clear Space

The logo should always
have breathing space.
This can be determined
by the height of the
word GROWTH.

2)

3)

Logo elements

Always use the logo as supplied – do not alter the colours, type style or relationship between the different elements.

European Regional Development Fund (ERDF)

The ERDF logo does not have to appear directly to the side of our logo, but it does need to appear equally as visible and of the same size.

If you are in any doubt over the size and position of the ERDF logo please contact Kirsty (see page 16).

Colour Palette

Green

C63 M0 Y57 K0

R92 G191 B145

#5cbf91

Yellow

C0 M0 Y100 K0

R255 G242 B0

#fff200

Opacity

Using leaf shaped graphics taken from the logo we have created a generic background (as shown on this page). When used here The Growth Hub green is set an 90% opacity.

Grey

C0 M0 Y0 K80

R88 G89 B91

#58595b

Grey (type)

C0 M0 Y0 K90

R65 G64 B66

#414042

AaBbCc

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 M81 Y86 K0
R241 G88 B54
f15836

C88 M62 Y44 K41
R243 G142 B50
f38e32

C58 M17 Y0 K46
R59 G110 B143
3b6e8f

C25 M80 Y0 K0
R189 G86 B160
bd56a0

C60 M100 Y15 K0
R131 G42 B129
832a81

C60 M16 Y3 K0
R89 G179 B22
59b3de
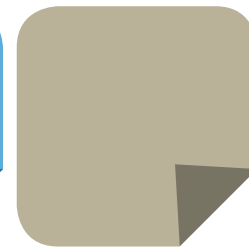
C0 M4 Y22 K32
R185 G176 B152
b9b098

C0 M0 Y0 K10
R230 G231 B232
#e6e7e8

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.

Shared documents

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

Gotham Rounded Light (used for body copy)

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

Gotham Rounded Medium (used for headers)

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

Word Up

The Growth Hub intends to take away the confusion associated with business support and funding.

Simple large statements can help portray that intention. We have put this approach to the backs of our business cards and twitter posts.

Looking to reach
the next level?
We've got the ladder

CloSGrowthHub

A leap in the dark?
We have a torch

CloSGrowthHub

Helping you to
join the dots

CloSGrowthHub

Helping you turn
ideas into actions

CloSGrowthHub

Helping you find the
needle in the haystack

CloSGrowthHub

Helping to make the
impossible probable

CloSGrowthHub

Helping you see the
wood for the trees

CloSG...

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 simply and clearly convey information.
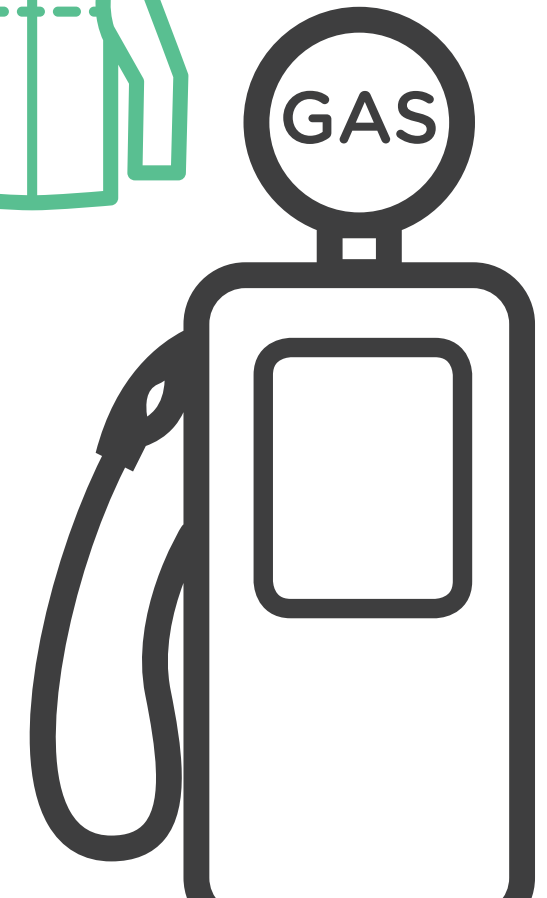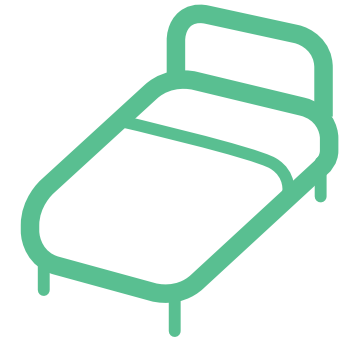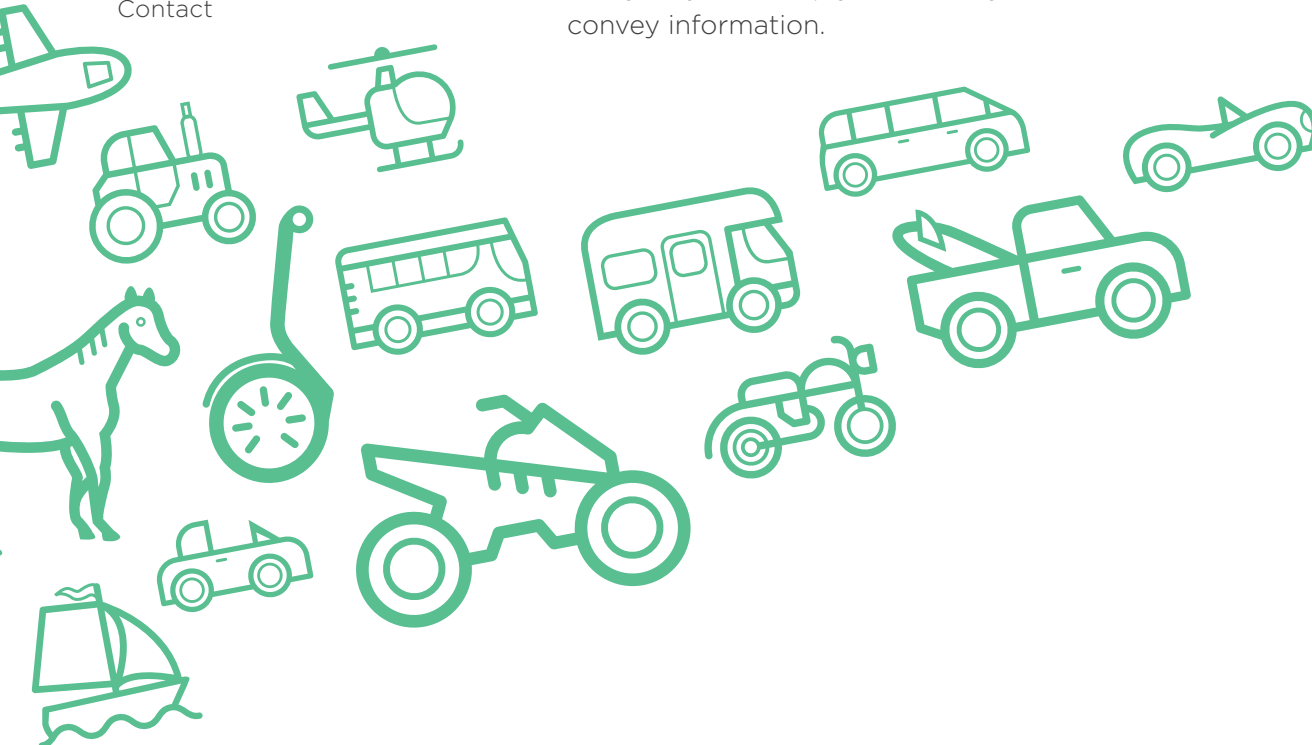
GAS
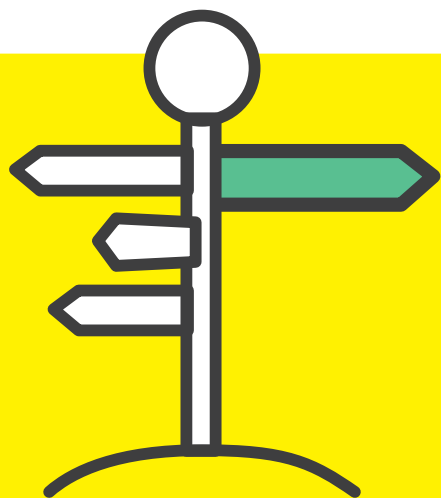
Showing the way

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

The signpost will be used to represent the Growth Hub and the journey we go on with businesses.
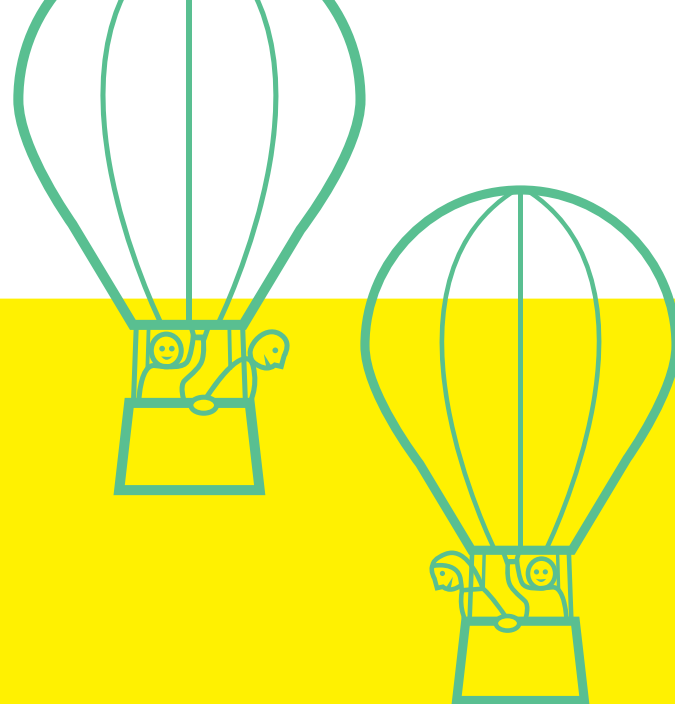
Getting the message across

Combine simple outlines with messages in CAPITALS

SIGN UP ONLINE

CREATE YOUR ACTION PLAN

CALL OUR NAVIGATORS

Get Some GAS

SIGN UP ONLINE

GAS

COMPLETE THE **G**UIDANCE **A**ND **S**UPPORT TOOL

YOU ARE HERE

CALL OUR NAVIGATORS

MEET A CONNECTOR

CREATE YOUR ACTION PLAN

THE ROAD TO BUSINESS GROWTH

GAS Tool

Guidance And Support tool (GAS) represents the diagnostic form on the website.

Businesses need to get some GAS, get The Growth Hub input, to go on their business journey

Join us on the Journey

The journey line (green line) represents the interaction we have with businesses and the road to growth that businesses take.

To represent the up and downs of business life, this won't be a straight line, but will have movement and animation and end with an upwards or onwards direction.

People

We represent people with real images to show the people behind the website and to make The Growth Hub real and human.

Or we use icons and illustrations which have the essence of the real staff members, which shows an element of fun and how The Growth Hub is approachable and friendly.

After all business is all about people.
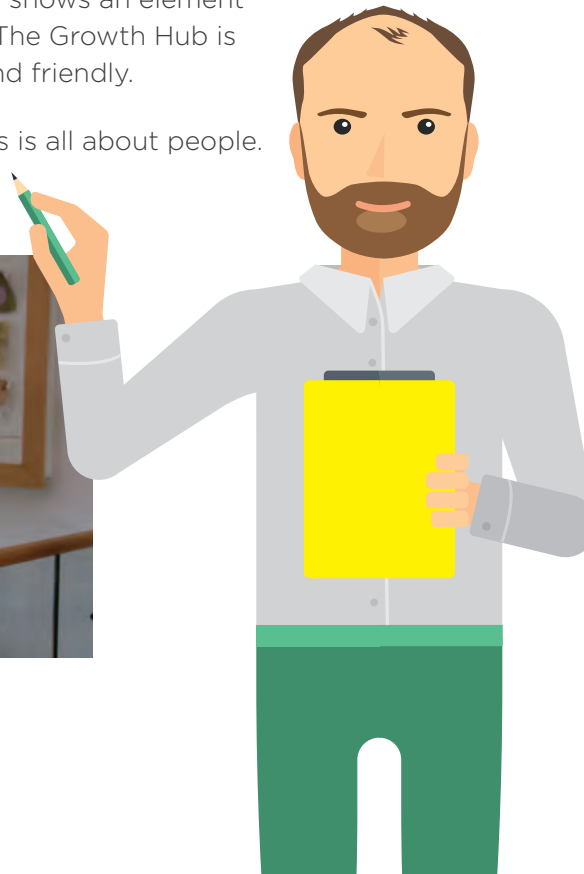
Imagery

Images should be of real people, real business and Cornwall and Isles of Scilly locations wherever possible.

Where we use stock imagery they are representative of business without being overly corporate or cold.

When choosing imagery consider it's quality and composition.

Content Style

Content Style

With every piece of content, we aim to:

• **Empower.** Help people understand The Growth Hub by using language that informs them and encourages them to make the most of the website and our service.

• **Respect.** Treat readers with the respect. Put yourself in their shoes, and don't patronise them. Remember that they have other things to do. Be considerate and inclusive. Don't tell people; communicate with them.

• **Educate.** Tell readers what they need to know, not just what we want to say. Give them the exact information they need, along with opportunities to learn more. Remember that you're the expert, and readers don't have access to everything you know.

• **Guide.** Think of yourself as a guide for business support. Whether you're leading them through our website or connector process, communicate in a friendly and helpful way.

• **Speak truth.** Understand The Growth Hub place in our businesses' lives. Avoid dramatic storytelling and grandiose claims. Focus on our real strengths.

In order to achieve those goals, we make sure our content is:

• **Clear.** Understand the topic you're writing about. Use simple words and sentences.

• **Useful.** Before you start writing, ask yourself: What purpose does this serve? Who is going to read it? What do they need to know?

• **Friendly.** Write like a human. Don't be afraid to break a few rules if it makes your writing more relatable. All of our content, from homepage copy to system alerts, should be warm and human.

• **Appropriate.** Write in a way that suits the situation. Just like you do in face-to-face conversations, adapt your tone depending on who you're writing to and what you're writing about.

Voice and Tone

One way to write empowering content is by being aware of our voice and our tone. This section explains the difference between voice and tone, and lays out the elements of each as they apply to The Growth Hub.

What's the difference between voice and tone? Think of it this way: You have the same voice all the time, but your tone changes. You might use one tone when you're out to dinner with your closest friends, and a different tone when you're in a meeting with your boss.

Your tone also changes depending on the emotional state of the person you're addressing. You wouldn't want to use the same tone of voice with someone who's scared or upset as you would with someone who's laughing.

The same is true for The Growth Hub. Our voice doesn't change much from day to day, but our tone changes all the time.

Voice

The Growth Hub's voice is human. It's familiar, friendly, and straightforward. Our priority is explaining our service and helping businesses get to the right support so they can get help to grow their business. We want to help people without confusing them.

One way to think of our voice is to compare what it is to what it isn't. The Growth Hub's voice is:

• Fun but not silly
• Confident but not cocky
• Smart but not stodgy
• Informal but not sloppy
• Helpful but not overbearing
• Expert but not bossy
• Off-beat but not inappropriate

Tone

The Growth Hubs' tone is usually informal, but it's always more important to be clear than entertaining. When you're writing, consider the reader's state of mind. Are they at the end of their tether looking for business help? Are they confused and seeking our help on Twitter? Are they curious about a post on our blog?

Once you have an idea of their emotional state, you can adjust your tone accordingly.

The Growth Hub has a sense of humour, so feel free to be funny when it's appropriate and when it comes naturally to you. But don't go out of your way to make a joke—forced humour can be worse than none at all. If you're unsure, keep a straight face.

Basics

Write for all readers. Some people will read every word you write. Others will just skim. Help everyone read better by grouping related ideas together and using descriptive headers and subheaders.

Focus your message. Create a hierarchy of information. Lead with the main point or the most important content, in sentences, paragraphs, sections, and pages.

Be concise. Use short words and sentences. Avoid unnecessary modifiers.

Be specific. Avoid vague language. Cut the fluff.

Be consistent. Stick to the copy patterns and style points outlined in this guide.

Writing about The Cornwall and Isles of Scilly Growth Hub

We are run by Cornwall Development Company, which is owned by Cornwall Council. Only refer to this if advised otherwise, use "Cornwall and Isles of Scilly Growth Hub "

Write in full Cornwall and the Isles of Scilly Growth Hub, after which you can use The Growth Hub.

Always capitalize the "**T**" and "**G**" and the "**H**" in The Growth Hub

Refer to The Growth Hub as "we," not "it."

On first mention write in full with capitals Guidance And Support tool. After using "GAS"

- Get some GAS
- Use the GAS tool

Writing about other companies

Use companies' own names for themselves and their products. Go by what's used on their official website.

- iPad
- YouTube

Refer to a company or product as "it" not "they" unless you have mentioned a person by name.

Cornwall and the Isles of Scilly

Always include "and the Isles of Scilly" when writing "Cornwall Growth Hub"

Best practice is to refer to Isles of Scilly when talking about the County unless it is specifically Cornwall only.

Guidelines

Slang and jargon

Write in plain English. If you need to use a technical term, briefly define it so everyone can understand.

Write positively

Use positive language rather than negative language. One way to detect negative language is to look for words like "can't," "don't," etc.

- Yes: To get a doughnut, stand in line.
- No: You can't get a doughnut if you don't stand in line.

Active voice

Use active voice. Avoid passive voice.

In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.

- Yes: John joined the Growth Hub
- No: The Growth Hub was joined by John.

Words like "was" and "by" may indicate that you're writing in passive voice. Scan for these words and rework sentences where they appear.

One exception is when you want to specifically emphasize the action over the subject. In some cases, this is fine.

- Your account was flagged by our web development team.

Abbreviations and acronyms

If there's a chance your reader won't recognize an abbreviation or acronym, spell it out the first time you mention it. Then use the short version for all other references. If the abbreviation isn't clearly related to the full version, specify in parentheses.

- First use: Cornwall Local Enterprise Partnership

- Second use: Cornwall LEP
- First use: European Regional Development Fund (ERDF)
- Second use: ERDF

If the abbreviation or acronym is well known, like EU or UK, use it instead (and don't worry about spelling it out).

Capitalization

We use a few different forms of capitalization. Title case capitalizes the first letter of every word except articles, prepositions, and conjunctions. Sentence case capitalizes the first letter of the first word.

When writing out an email address or website URL, use all lowercase.

- hello@ciosgrowthhub.com
- ciosgrowthhub.com

Don't capitalize random words in the middle of sentences.

Contractions

(I'm, didn't, wouldn't) They give your writing an informal, friendly tone. Depending on the context and use for the writing, use your judgement as to whether they are appropriate.

Emoji

Emoji are a fun way to add humour and visual interest to your writing, but use them infrequently and deliberately and again – consider the context.

Numbers

Spell out a number when it begins a sentence. Otherwise, use the numeral. This includes ordinals, too.

- Ten new employees started on Monday, and 12 start next week.
- I ate 3 doughnuts at lunch.

Numbers over three digits get commas:

- 999
- 1,000
- 150,000

Write out big numbers in full. Abbreviate them if there are space restraints, as in a tweet or a chart: 1k, 150k.

Dates

Spell out the day of the week and abbreviate the month, unless you're just referring to the month or the month and the year.

- Saturday, Jan. 24
- Saturday, Jan. 24, 2015
- January 2015

Decimals and fractions

Spell out fractions.

- Yes: two-thirds
- No: 2/3

Use decimal points when a number can't be easily written out as a fraction, like 1.375 or 47.2.

Percentages

Use the % symbol or spell out the word "percent."

Ranges and spans

Use a hyphen (-) to indicate a range or span of numbers.

- It takes 20-30 days.

Money

When writing about currency, use the pound sign before the amount. Include a decimal and number of cents if more than 0.

- £20
- £19.99

When writing about other currencies, follow the same symbol-amount format:

• $1
• €1

Telephone numbers
Use spaces between numbers, no parentheses or dashes. (01209 123 456)

Time
Use numerals and am or pm without a space. Don't use minutes for on-the-hour time.

• 7am
• 7:30pm

Use a hyphen between times to indicate a time period.

• 7am-10:30pm

Abbreviate decades when referring to those within the past 100 years.

• the 00s
• the 90s

When referring to decades more than 100 years ago, be more specific:

• the 1900s
• the 1890s

Punctuation

Apostrophes
The apostrophe's most common use is making a word possessive. If the word already ends in an s and it's singular, you also add an 's. If the word ends in an s and is plural, just add an apostrophe.

• The doughnut thief ate Sam's doughnut.
• The doughnut thief ate Chris's doughnut.
• The doughnut thief ate the managers' doughnuts.

Apostrophes can also be used to denote that you've dropped some letters from a word, usually for humour or emphasis. This is fine, but do it sparingly.

Colons
Use a colon (rather than an ellipses, em dash, or comma) to offset a list.

• Erin ordered three kinds of doughnuts: glazed, chocolate, and pumpkin.

You can also use a colon to join two related phrases. If a complete sentence follows the colon, capitalize the first word.

• I was faced with a dilemma: I wanted a doughnut, but I'd just eaten a bagel.

Commas
When writing a list, use a comma

• Yes: David admires his parents, Oprah, and Justin Timberlake.
• No: David admires his parents, Oprah and Justin Timberlake.

Otherwise, use common sense. If you're unsure, read the sentence out loud. Where you find yourself taking a breath, use a comma.

Dashes and hyphens
Use a hyphen (-) without spaces on either side to link words into single phrase, or to indicate a span or range.

• first-time user
• Monday-Friday

Use an em dash (—) without spaces on either side to offset an aside.

Use a true em dash, not hyphens (- or --).

• Multivariate testing—just one of our new features—can help you grow your business.

- Austin thought Brad was the doughnut thief, but he was wrong—it was Lain.

Ellipses

Ellipses (…) can be used to indicate that you're trailing off before the end of a thought. Use them sparingly. Don't use them for emphasis or drama, and don't use them in titles or headers.

- "Where did all those doughnuts go?" Christy asked. Lain said, "I don't know…"

Ellipses, in brackets, can also be used to show that you're omitting words in a quote.

- "My company makes widgets for machines, I have been speaking to Colin about my growing my business […] his support was fantastic"

Periods/Full stops

Periods go inside quotation marks. They go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

- Christy said, "I ate a doughnut."
- I ate a doughnut (and I ate a bagel, too).

- I ate a doughnut and a bagel. (The doughnut was Sam's.)

Question marks

Question marks go inside quotation marks if they're part of the quote. Like periods, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Exclamation points

Use exclamation points sparingly, and never more than one at a time. They're like high-fives: A well-timed one is great, but too many can be annoying.

Exclamation points go inside quotation marks. Like periods and question marks, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Never use exclamation points in failure messages or alerts. When in doubt, avoid!

Quotation marks

Use quotes to refer to words and letters, titles of short works (like articles and poems), and direct quotations.

Periods and commas go within quotation marks. Question marks within quotes follow logic—if the question mark is part of the quotation, it goes within. If you're asking a question that ends with a quote, it goes outside the quote.

Use single quotation marks for quotes within quotes.

- Who was it that said, "A fool and his doughnut are easily parted"?
- Brad said, "A wise man once told me, 'A fool and his doughnut are easily parted.'"

Semicolons

Go easy on semicolons. They usually support long, complicated sentences that could easily be simplified. Try an em dash (—) instead, or simply start a new sentence.

Ampersands

Don't use ampersands unless one is part of a company or brand name.

- Ben and Dan
- Ben & Jerry's

People, Places, and Things

File extensions
When referring generally to a file extension type, use all uppercase without a period. Add a lowercase s to make plural.

• PDF
• JPGs

When referring to a specific file, the filename should be lowercase:

• ben-twitter-profile.jpg
• ilovedoughnuts.html

Pronouns
If your subject's gender is unknown or irrelevant, use "they," "them," and "their" as a singular pronoun. Use "he/him/his" and "she/her/her" pronouns as appropriate. Don't use "one" as a pronoun.

Quotes
When quoting someone in a blog post or other publication, use the present tense.

• "Using The Growth Hub has helped our business grow," says Jamie Smith.

Names and titles
The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name.

Capitalize the names of teams, departments, and individual job titles.

URLs and websites
Capitalize the names of websites and web publications. Don't italicize.

Avoid spelling out URLs, but when you need to, leave off the http://www.

Text formatting
Use italics to indicate the title of a long work (like a book, movie, or album) or to emphasize a word.

• *Dunston Checks In*
• Brandon *really* loves *Dunston Checks In*.

Use italics when referencing button and navigation labels in step-by-step instructions:

• When you're all done, click *Send*.

Avoid using underline formatting, and don't use any combination of italic, bold, caps, and underline.

Leave one space between sentences, never two.

Helping you find the
needle in the haystack

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GROWTH HUB Cornwall & Isles of Scilly

European Union
European Regional
Development Fund