Brand guidelines

# Peer Networks

Department for
Business, Energy
& Industrial Strategy

**Welcome to Peer Networks**

In these guidelines, you will find everything you need to use the Peer Networks brand appropriately and effectively across a range of scenarios, formats and platforms.

It is important that we all adhere to these guidelines to ensure that business leaders recognise Peer Networks as a high-quality programme, regardless of how and where they interact with the brand.

# Contents

Department for
Business, Energy
& Industrial Strategy

## Master logo

The master logo is made up of two elements: the name and the fluid connection device.

Peer
Networks

# Colour variations

The master logo can be adapted as single colour and white out versions.

However, these adaptations should only be used when full colour is not a suitable option.

On a white background

On a coloured background

One colour print on a white background

On a black background

# Logo don'ts

The logo must never be altered - always use the identity artwork provided.

Don't distort the logo

Don't rotate the logo

Don't change the colour of the logo

Don't flip the logo

Don't place the logo on a colour or image where it will get lost

Don't alter the logo

## 'Powered by' logo

Individual Hub logos can be added to the main logo as per the image shown opposite.



Peer Networks

Powered by Business Growth Hub

# Logo sizes

To ensure that the logo is legible across digital and print at all times, please do not exceed its maximum and minimum sizes as per the images shown opposite.

**Small usage**

30mm (Print)
100px (Digital)
(not to scale)



**Large usage**



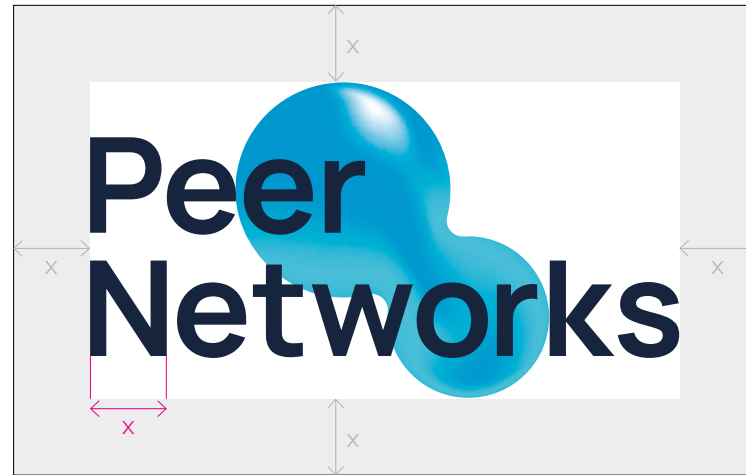Hub logo must not exceed the exclusion zone above

**Small usage**

42mm (Print)
120px (Digital)
(not to scale)



Linear Hub logos must be no bigger than 40% of the Peer Networks logo width. Stacked hub logos must be no bigger than 70%.

## Logo exclusion zones

The exclusion zone ensures
the logo is not compromised
by other elements and
helps it stand out.

# Typography

Our typeface is Manrope. Selected for accessibility and versatility across both print and digital platforms, it provides a contemporary and assured feel to the brand.

The Manrope family is flexible with a range of weights that helps when creating large text documents and establishing a typographical hierarchy.

Please do not use any typeface that sits outside of the Manrope family.

Our system font for use in Powerpoint and Word is Arial.

To download the font family, click here.

**Manrope Extra Light**

ABCDE
abcde

**Manrope Light**

FGHIJ
fghij

**Manrope Regular**

KLMN
klmn

**Manrope Medium**

OPQR
opqr

**Manrope SemiBold**

STUV
stuv

**Manrope Bold**

WXYZ
wxyz

# Photography

All photography should feature at least two people collaborating in a business environment.

A diverse group of people should be clearly represented within the imagery.

None of the images should convey a hierarchy - instead, they should clearly display team work and equality.

Individuals can be used within a case study or testimonial quote (See page 14).

# Colours

The colours that we use underpin the identity of Peer Networks.

Our primary colour is Pantone 311C.

The colour palette is flexible in use. Pantone 289C offers a contrast and provides depth for the other colours to stand out.

Always use the correct Pantone® colour references or their CMYK, RGB or web hex equivalents.

CMYK, RGB and web hex breakdowns are taken from Adobe Photoshop (Pantone® solid coated).

### Pantone 311C
C69 M0 Y14 K0
R44 G186 B216
#2cbad8

### Pantone 7459C
C0 M33 Y93 K0
R250 G181 B18
#fab412

### Pantone 289C
C100 M85 Y45 K52
R23 G36 B61
#16243d

### Pantone 332C
C47 M0 Y27 K0
R146 G207 B199
#92cec6

### C0 M0 Y0 K30
R198 G198 B198
#c6c6c5

### C0 M0 Y0 K0
R255 G255 B255
#ffffff

# Identity shapes

The branding includes a diverse graphical device that is a reflection of the fluid connection device from the master logo.

These shapes can be used to contain imagery, quotes, key messages or to simply add another dimension to a piece of collateral.

# Shape usage

The versatility of our fluid connection devices means that they can contain imagery, pull out quotes for case studies and iconography.

Images can be fill colour or treated with a colour wash.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

**Name**

## Application

It is important that these brand guidelines are applied consistently across all our external collateral, including presentations, brochures, and web content.

The BEIS logo must always be placed in a corner (refer to HM-Government-Identity-Guidelines)

The Peer Networks logo must be bigger and more prominent than any other logo. It should be positioned in a corner or can be housed within a shape.

Images and shapes are designed to be fluid and offer a variety of compositions.

peernetworks.co.uk

## Peer Networks

Powered by | Hub logo here

Powered by and Hub logo to go here.

Utilise document white space to create interesting compositions using shapes and imagery whilst ensuring the logo exclusion zones are always considered.

Images should take up more space than the solid shapes which are secondary.

Document title works best aligned with both logos but there is a degree of flexibility.

## Create a trusted support network

Government logo to go here (or locked up in any corner, providing that the Peer Networks logo is always aligned to the left)
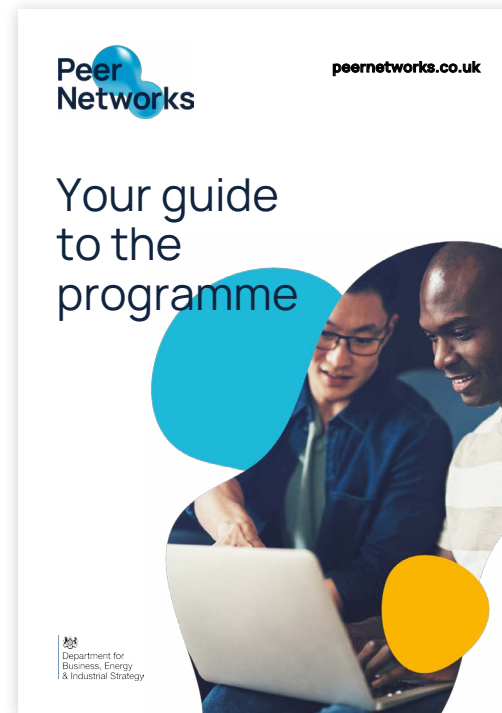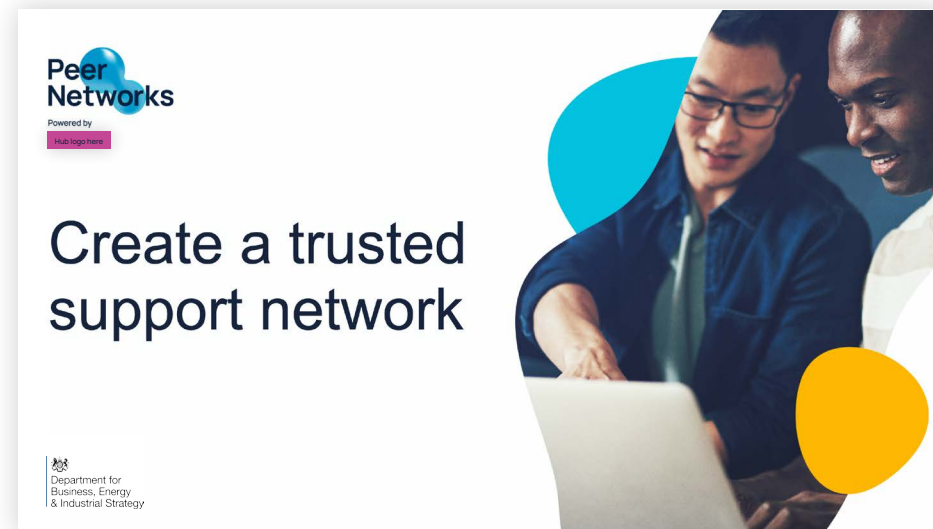
Department for Business, Energy & Industrial Strategy

# Application - examples

Here are some examples of the brand guidelines being used to ensure consistency across all collateral.



Playbook cover



Powerpoint

# Application - examples

Here are some examples of the brand guidelines being used to ensure consistency across all collateral.



Brochure cover



Brochure spread



Social media tiles

## Web copy

When creating new landing pages or web pages for Peer Networks, please ensure that the copy, style, messaging and tone of voice are all consistent with the examples opposite.

## About Peer Networks

**Create a trusted support network**

Peer Networks is a national peer-to-peer networking programme for SME leaders that want to grow and develop their organisation for future success.

Delivered locally by [Insert Hub name], we create diverse cohort groups of individuals to collaboratively work through common business issues. Through interactive action learning, we enable you to discuss your own challenges, gain and reflect on valuable feedback and implement practical solutions to overcome them.

From finance and HR to sales, marketing and more, our expert facilitators give you the flexibility to create a trusted support network that works for you, helping you to build and strengthen your business and improve its overall performance.

## The programme

Peer Networks is delivered through a series of high impact group sessions, with each cohort led by a trained facilitator.

**The programme includes:**

• Interactive action learning
• Trained facilitators
• Small groups
• Flexible topic selection
• One to one coaching

## Who is the programme for?

Peer Networks is designed for business leaders who want to grow and develop their organisation for future success.

**The programme is available to any SME business that has:**

• Operated for at least one year
• At least five employees
• A turnover of at least £100,000
• An aspiration to improve

**Ideally, participants should also have:**

• The potential to scale up
• The ability or potential to export

## Benefits

Businesses that seek external advice or undertake formal training are more likely to improve their overall performance, but many prefer to take advice from trusted sources, such as their peers, when presented with external challenges and opportunities.

Peer Networks enables you to make connections that go far beyond networking.

**By completing Peer Networks, you will:**

• Overcome business challenges and recognise and act on new opportunities
• Build a trusted network of connections to support you now and in the future
• Improve your long-term personal and business performance

# Social copy - Twitter

When creating new social posts for Peer Networks, please ensure that the copy, style, messaging and tone of voice are all consistent with the examples opposite.

**GC Business Growth Hub** ✔
@BizGrowthHub

Overcome your business challenges with our new peer-to-peer networking programme. Find out more here.



**Peer Networks**

Overcome business challenges

Department for Business, Energy & Industrial Strategy

5:00 PM - Aug 6, 2020

**1.7K Retweets        4.1K Likes**

**GC Business Growth Hub** ✔
@BizGrowthHub

Build a trusted network of connections to support you now and in the future. Find out more here.



**Peer Networks**

Make valuable connections

Department for Business, Energy & Industrial Strategy

**GC Business Growth Hub** ✔
@BizGrowthHub

From finance and HR to sales, marketing and more, join our diverse cohort groups to collaboratively work through common business issues. Sign up here.



**Peer Networks**

Discover practical solutions

Department for Business, Energy & Industrial Strategy

5:00 PM - Aug 6, 2020

**1.7K Retweets        4.1K Likes**

## Social copy - Linkedin

When creating new social posts for Peer Networks, please ensure that the copy, style, messaging and tone of voice are all consistent with the examples opposite.

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**GC Business Growth Hub**
4,160 followers

+ Follow ● ● ●

Peer Networks is a national peer-to-peer networking programme for SME leaders that want to grow and develop their organisation for future success.

We create diverse cohort groups to collaboratively work through common business issues. Through interactive action learning, we enable you to discuss your challenges, gain and reflect on valuable feedback and implement practical solutions to overcome them.

From finance and HR to sales, marketing and more, our expert facilitators give you the flexibility to create a trusted support network that works for you, helping you to build and strengthen your business and improve its overall performance.

Sign up here.

Peer Networks

Build your network today

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**GC Business Growth Hub**
4,160 followers

+ Follow ● ● ●

Businesses that seek external advice or undertake formal training are more likely to improve their overall performance, but many prefer to take advice from trusted sources when presented with external challenges and opportunities.

Peer Networks is tailor-made to meet that demand, providing a cohort of up to 11 SME owners for you to work with to help you build your business.

Sign up today to start your Peer Networks journey.

Peer Networks

Create trusted support networks

Department for Business, Energy & Industrial Strategy

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**GC Business Growth Hub**
4,160 followers

+ Follow ● ● ●

Peer Networks enables you to discuss your business challenges, gain and reflect on valuable feedback from your peers and implement practical solutions to overcome them.

Find out more about the programme here.

Peer Networks

Gain valuable feedback

Department for Business, Energy & Industrial Strategy

# Social copy - Facebook

When creating new social posts for Peer Networks, please ensure that the copy, style, messaging and tone of voice are all consistent with the examples opposite.

**GC Business Growth Hub**
Thursday at 5:00PM

From finance and HR to sales, marketing and more, create a trusted support network that works for you with Peer Networks.

Find out more here.

**Peer Networks**
Strengthen your business

Department for Business, Energy & Industrial Strategy

**GC Business Growth Hub**
Thursday at 5:00PM

Recognise and act on new business opportunities with our high impact group sessions.

Join our new peer-to-peer networking programme today.

**Peer Networks**
Recognise new opportunities

Department for Business, Energy & Industrial Strategy

**GC Business Growth Hub**
Thursday at 5:00PM

Build trusted connections that go beyond networking.

Led by trained facilitators, our diverse cohort groups enable you to consider challenges from different perspectives and act on learnings from your peers.

Strengthen your business with Peer Networks today.

**Peer Networks**
Gain new business perspectives

Department for Business, Energy & Industrial Strategy