

Regional Growth Fund Identity Guidelines

Creating consistent and effective communications

Introduction

The Regional Growth Fund identity has been developed to support communications activity related to the Regional Growth Fund.

It should be used on communications relating to funding opportunities supported by the Fund. It should also be used on communications relating to projects and activity that have received financial support from the Fund.

The identity should be used consistently on all communication activities, including signage and digital media, relating to the Regional Growth Fund.

WITHDRAWN

Contents

Identity Elements

- 3 Identity and values
- 4 Identity versions
- 5 Identity colour and minimum size
- 6 Identity artwork and size
- 7 Identity exclusion zone
- 8 Colour
- 9 Placing the identity
- 10 Contact

WITHDRAWN

Identity and values

The Regional Growth Fund logo must be applied consistently and correctly as shown in these guidelines.

The logo consists of the Royal Coat of Arms and a logotype set to specific proportions. These compulsory elements of the identity must be adhered to. To do otherwise opens the Government up to criticism from Parliament, from the public and from HM the Queen. In particular, the Royal Coat of Arms must not be altered, redrawn or adapted in anyway.

The Regional Growth Fund identity embodies integrity, trust, impartiality, quality of service, and professionalism - values that are an integral part of the civil and public service. These values underpin how the identity is applied and should be born in mind at all times.



Royal Coat of Arms Logotype

Identity versions

There are two versions of the identity. You should ensure you use the correct version

For organisations working with the Government to administer the Regional Growth Fund use our primary identity. (Fig .1)

For projects or organisations receiving funding from the Regional Growth Fund use our secondary identity. (Fig .2)

1.  Regional Growth Fund

Supported by the

 Regional Growth Fund

Identity colour and minimum size

Colour

The main use of the identity is black on white, or white out of black. However, it can be used white out of an appropriate solid colour.

1. Black and white version.
2. Reversed-out version.

Minimum size

3. The minimum size for reproduction of the Regional Growth Fund identity is 40mm. Please ensure you use the Small artwork file as detailed on the following page.

The minimum size for online use should be no less than 145 pixels wide for a standard 1024 x 768 browser window.

1.  Regional Growth Fund

2.  Regional Growth Fund

3.  Regional Growth Fund
40mm

Identity artwork and size

To ensure legibility and clarity of reproduction of the Royal Coat of Arms, there are three versions of the identity. Maximum and minimum sizes refer to the width of the Royal Coat of Arms not the identity as a whole.

Artwork

The identities application will dictate the version to use:

1. Small artwork, where the Royal Coat of Arms has maximum width of 30mm. For use with most reproduction processes.
2. Detailed artwork, where the Royal Coat of Arms is used large or where media permits the highest standards of reproductive quality, minimum width of 30mm.
3. Online artwork for online and digital, the logo should be no less than 145 pixels wide for a standard 1024 x 768 browser window.

1.



Regional Growth Fund

2.



Regional Growth Fund

3.



Regional Growth Fund

Identity exclusion zone

For maximum impact, the Regional Growth Fund identity should always be used prominently and legibly as illustrated in 'Placing the identity'. The exclusion zone ensures that the logotype is not compromised by other elements.

The exclusion zone is a distance equivalent to the height of the capital 'R' all the way around the identity. Whenever possible, leave more space around the logo than the exclusion zone.



Exclusion zone



Simplified black on white Regional Growth Fund web header

Colour

When it is felt that either identity would benefit from the use of colour use one of the colours specified below for consistency.

Ensure you use the most cost effective production process for any printed items.

Always use the correct Pantone® colour references or their CMYK or RGB equivalents shown below. CMYK, RGB and Web hex breakdowns are taken from Adobe Photoshop.



PMS 2735

C95 M100 Y11 K2

R34 G0 B144

#220090



PMS 228

C44 M100 Y35 K20

R135 G1 B80

#870150

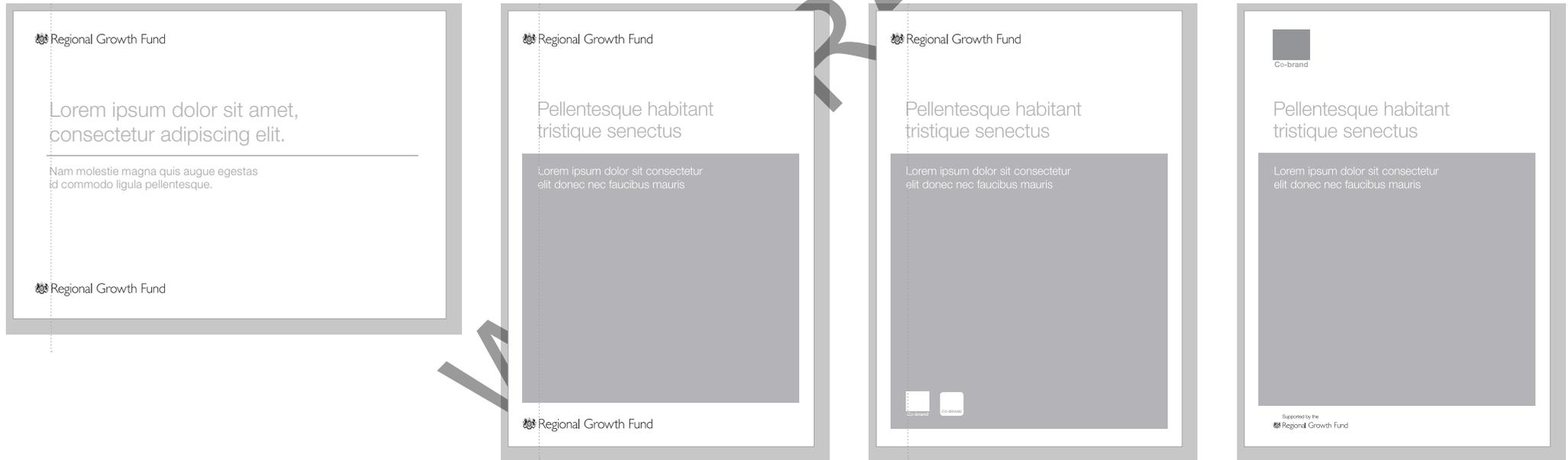
Placing the identity

Always place the Regional Growth Fund identity in the top or bottom left corner as illustrated below.

Ensure it adheres with the minimum size and exclusion zone specifications.

Consistent placing of the identity is essential to create a professional and considered identity over a broad range of topics and applications.

All copy on a document cover or front of a application should be hung left off the 'R' of the identity. This is not necessary when the secondary identity is used as an endorsement.



Further information.

The Regional Growth Fund Secretariat should receive prior notification of all major communications activity regarding RGF supported projects and programmes.

To discuss communications plans with the team or for any query about use of the RGF identity please contact:

Angela Lomas

01925 86 4878 angela.lomas@bis.gsi.gov.uk

Office B47 Department for Business, Innovation and Skills
B Block
Daresbury Laboratory Sci-Tech
Keckwick Lane
Daresbury
Warrington
WA4 4AD