Safer Essex Roads Partnership Branding

The purpose of these guidelines is to explain the use of the new Safer Essex Roads Partnership brand, its styles and to reinforce consistent application of visual elements in all communications.

If you have any problems or are in any doubt on any element of the brand style, visual identity or use of the corporate identity please contact Essex Highways road safety team:

Safer Essex Roads Partnership
Seax House,
2nd Floor,
Victoria Road South,
Chelmsford CM1 1QH

Tel: 0345 6037631
Textphone: 0845 758 5592
Email: SaferEssexRoads@essexhighways.org

Our partners are:
Safer Essex Roads Partnership Brand Identity

This is the main Safer Essex Roads Partnership brand Identity and should be used the most frequently.
Logo Variants and Sizing

These other logo variants should be used where main logo is not as effective.

The boxed identity works best when applying it to images and busy backgrounds.
## Logo Sizing

The exception to this rule is signage and exhibitions where size may need to be enlarged to ensure legibility from a distance.

### Standard logo sizes (width)

<table>
<thead>
<tr>
<th>Minimum size (print)</th>
<th>Minimum size when on A4</th>
<th>Minimum size when on A3</th>
</tr>
</thead>
<tbody>
<tr>
<td>30mm</td>
<td>50mm wide x 10.7mm high</td>
<td>65mm wide x 14mm high</td>
</tr>
<tr>
<td>150px</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Minimum size when on A3**
- 65mm wide x 14mm high

**Minimum size when on A4**
- 50mm wide x 10.7mm high

**Minimum size (digital/screen)**
- 150px

**DL (210x100mm)**
- 46mm

**A4 letterhead (297 x 210mm)**
- 50mm

**A4 (297 x 210mm)**
- 50mm

**A3 (420 x 297mm)**
- 65mm

**A2 (594 x 420mm)**
- 90mm

**A1 (840 x 594mm)**
- 130mm

**A0 (1188 x 840mm)**
- 180mm
The logo should ideally be positioned top or bottom right of a document. Alternatively when possible it can be centre of a screen or document.

The exclusion zone is the minimum area around the logo that must remain clear of text or any other graphic elements. The measurement is calculated by using the ‘S’ of SAFER.

For on screen and large format applications the measurement should be calculated using the lowercase ‘d’ of roads.
The Do Not’s

DO NOT: place icon any other positions other than directly left

DO NOT: alter the colour of the logo in any way

DO NOT: use any other fonts for the logo

DO NOT: use text alone without the badge emblem

DO NOT: alter the placement, size or structure of the text in comparison to the badge emblem

DO NOT: rotate, squeeze or stretch the logo in any way
The lettering for the Safer Essex Roads Partnership brand identity text is based on Helvetica Neue, but has been customised to work for its composition.

**Helvetica Neue Condensed Bold**

1234567890 !@£$%^&*()-=
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The font Helvetica Neue in Condensed Bold should be used for main titles and headers.

**Helvetica Neue Thin**

1234567890 !@£$%^&*()-=
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Helvetica Neue font family should be used for all copy text. Any weight and variant can be applied.

**Helvetica Neue Regular**

1234567890 !@£$%^&*()-=
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Helvetica Neue Heavy**

1234567890 !@£$%^&*()-=
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Safer Essex Roads Partnership Colours

The primary colours to be used within the logo

The secondary Safer Essex Roads Partnership colours, which can be used in printed and online marketing - **NOT to be used within logo**. It is strongly recommended that this colour palette is used in all all documents and marketing material. If you need to extend the palette range, please ensure that any additional colours are compatible with the originals.
Stationery Template

Example of the logo used on stationary.
On Screen

When used on introductory screens and presentations.....
On Screen

When used on videos and presentation screens .....
On Social Media

When used on Facebook and Twitter.....
Use with partner logos

The Partner logos should be sized at 75% of the size of the Safer Essex Roads Partnership logo. Partner logos should always be placed underneath the Safer Essex Roads Partnership logo as shown here.
Use with partner logos

SERP wishes to promote awareness of its existence and activities but also to protect the integrity of the SERP logo. We have set out here how we allow the use of the logo to support SERP, promote the website etc, but also to restrict organisations and other private enterprises from using it in a context that implies endorsement by the SERP.

Any organisation wishing to use the SERP logo must request permission from either the SERP Communications Officer or Chairman before linking to or referencing the site, and before using the logo. Please contact:

Marketing & Communications Officer
Safer Essex Roads Partnership
M: 07970587011
E: matt.clarke@essexhighways.org
W: http://saferessexroads.org/

Or

SERP Chairman
T: 01245 342899 | 07786125711
E: nicola.foster@essexhighways.org

As a general rule, third parties may not use the SERP logo in advertising or promotion of their own products.

The circumstances under which third parties may use the logo are as follows:

- The logo must always be used according to the specifications within the SERP branding guidelines. In advertising, marketing collateral, or a website that references a connection with SERP.
- The logo may not be imitated.
- Do not use the SERP logo in products or services in a way that might be seen to infer an endorsement.
- The logo may not be used in a manner that would disparage SERP or its products, partners or services.

Where SERP grants the use of the SERP logo to an organisation, they will be asked to display the logo and accompanying text as set out below:

We support the goals and the vision of the Safer Essex Roads Partnership

Please visit their website and sign up to the ‘small changes save lives’ pledge at www.saferessexroads.org/serp-pledge

SERP reserves the right to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in the judgment of the Chairman of SERP, does not comply with these guidelines.
Contact Essex Highways Road Safety Team at:

Safer Essex Roads Partnership
Seax House,
2nd Floor,
Victoria Road South,
Chelmsford
CM1 1QH

Tel: 0345 6037631
Email: SaferEssexRoads@essexhighways.org
The Vision Zero logo should always be used in its approved format across all brand collateral. It should never be recreated or modified.

YELLOW
107C
C: 4 M: 7 Y: 89 K: 0
R: 252 G: 224 B: 30
#FCE01E

BLUE
7461C
C: 85 M: 44 Y: 4 K: 0
R: 1 G: 124 B: 186
#017CBA

VISION ZERO
NO ROAD DEATHS
The following alternative colour logos can be used in order to keep the Vision Zero logo clear when replicated across various backgrounds and to comply with all printing requirements.

**COLOUR LOGOS**
To be used when appearing on a white background and together with the Vision Zero brand colours only (see page 8). These should be considered as the primary use of the logo.

**MONO LOGOS**
To be used when appearing on dark or light backgrounds, where the full colour logo can’t be used, and when black and white printing is necessary.
The exclusion zone must be kept clear of any other visual elements and should be at least the width of the chevron graphic. This allows the logo 'room to breathe' and ensures its clarity and effectiveness in all instances.

The logo must be legible at all times and scaled in proportion. The minimum sizes are set to ensure that the logo is clear when scaled down on any artwork for digital and printing purposes.
The following rules help to protect the logo from any misuse and should always be kept clear, legible and consistent. Be sure to always use the authorised logo artwork files supplied and never recreate or manipulate the logo.

**The logo**

- This is the correct format of the logo and how it should be displayed across all collateral.
- The logo must not be changed or have any adjustments made.
- The logo orientation must not be altered.
- The logo must not change to a colour that is not within the brand guidelines.
- The font structure, position and size should not be altered in any way.
LOGO LOCK-UP

Safer Essex Roads Partnerships is the owning brand of Vision Zero, therefore the SERP logo must be present to support the campaign at all times. They can be used as a lock-up on marketing materials when suitable, and must adhere to the following rules.

They must remain balanced in size and maintain a good amount of spacing between the two.

The various colourways can be used and will need to be considered based on the background.

The logos must be centre aligned with the width of the chevron graphic giving the difference in height of the two logos.

When using the logo lock-up, both logo colours must always be considered and complement each other, as shown in the mono version.

The space between each logo is measured by the height of the ‘S’ in the SERP logo.
The Vision Zero logo usage must be consistent across all marketing material, with the SERP logo ever-present. When creating marketing and campaign material, the following hierarchy must be considered where the logo lock-up is not applicable.

Vision Zero logo is given priority and is the predominant logo used.

SERP logo is used as a sign-off at the bottom of any collateral. (See pages 3–5 of SERP brand guidelines for sizing and colour variants.)
The Vision Zero colour palette uses two distinctive and stand-out colours to deliver a recognisable brand. The colours may be used with the following tints if applicable, providing that the 100% tint of the specific colour is present.
The typefaces shown should be used where possible for all communications and collateral to ensure a consistent style with the messaging and branding. The sizing should be judged appropriately using the example as a guide.

VENEER CLEAN IS USED FOR HEADLINES AND TITLES.

Avenir Heavy is used for subheadings and intro paragraphs. This can be used as lowercase or UPPERCASE.

Avenir Book is used for all body copy and long sections of text on all collateral. This should not be used under 8pt so that it is clear and comfortable to read.
It is important to follow the Vision Zero brand guidelines to always ensure a consistent feel to the branding and campaign collateral. Here is an example of how the assets are brought together to create an eye-catching advertisement.
Extra Eyes on the road

Brand Guidelines
Only the approved format and supplied logo files for the Extra Eyes logo should be used across all brand collateral. The logo should never be changed or recreated in any way.
Alternative Colour Logos

In order to keep the Extra Eyes logo clear and legible across various backgrounds and applications, the following alternative colour logos can be used.

**REVERSED COLOUR**
To be used when appearing on dark or coloured backgrounds (see page 8 for brand colours) or when applying to images.

**MONO**
To be used where the full-colour logo can’t be used, and when black and white printing is necessary.
Exclusion Zone

The minimum required clear space is defined by the measurement of the inner circular eye graphic, as shown below. Any other graphical and visual elements must be positioned outside of this area. This allows the logo to remain clear and ensures its clarity and effectiveness in all instances.

The minimum logo size is set to ensure that the logo is still clear when scaled down on any artwork for digital and printing purposes. The logo must be legible at all times and scaled in proportion.
Logo Rules

The logo should always be kept clear, legible and consistent. The following rules help to protect the logo from any misuse. Be sure to always use the authorised logo artwork files supplied and never recreate or manipulate the logo.

- This is the correct format of the logo and how it should be displayed across all collateral.
- The logo must not be changed or have any adjustments made.
- The logo orientation must not be altered.
- The logo must not be stretched or squeezed.
- The logo must not change to a colour that is not within the brand guidelines.
- The font structure, position and size should not be altered in any way.
The Safer Essex Roads Partnership’s logo should be present on all marketing and campaign materials as it is the owning brand of Extra Eyes. They can be used as a lock-up when suitable, and when doing so must adhere to the following rules.

They must remain balanced in size and maintain a good amount of spacing between the two.

The various colourways can be used and will need to be considered based upon the background.

The space between each logo is measured by the height of the ‘S’ in the SERP logo.

The logos must be centre aligned and the same height as each other.

When using the logo lock-up, both logo colours must always be considered and complement each other, as shown in the mono version.
Logo Usage

The Extra Eyes logo usage must be consistent across all marketing material, with the SERP logo ever-present. When creating marketing and campaign material, the following hierarchy must be considered where the logo lock-up is not applicable.

Extra Eyes logo is given priority and is the predominant logo used.

Logo positioned top left

Logo positioned top right

Logo positioned top centre

SERP logo is used as a sign-off at the bottom of any collateral. (See pages 3-5 of SERP brand guidelines for sizing and colour variants) The logo should ideally be positioned top or bottom right of a document. Alternatively when possible it can be centre of a screen or document.
The Extra Eyes colour palette uses two distinctive and stand-out colours to deliver a recognisable brand. The colours may be used with the following tints if applicable, providing that the 100% tint of the specific colour is present.

**GREEN**
C:40 M:0 Y:100 K:0
R:175 G:202 B:11
#AFCA0B

**BLUE**
C:86 M:49 Y:1 K:0
R:17 G:114 B:184
#117288
The Avenir Next font family should be used where possible for all communications and collateral to ensure a consistent style with the messaging and branding. The sizing should be judged appropriately for all titles, headlines and subheadings. The minimum font size for all body copy should be 8pt for legibility.

Avenir Next Demi Bold
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Next Bold
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Next Medium
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Next Regular
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
It is important to follow the Extra Eyes brand guidelines to always ensure a consistent feel to the branding and campaign collateral. Here is an example of how the assets are brought together to create a clear and concise advertisement.