



Brand Guidelines 2015



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

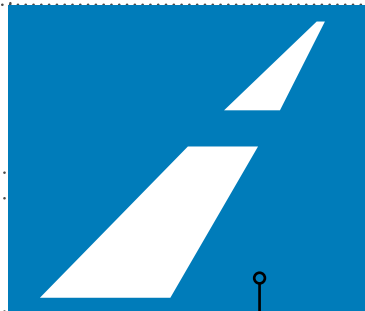
Email: SaferEssexRoads@essexhighways.org

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



7461C
C: **95** M: **41** Y: **6** K: **0**
R: **0** G: **125** B: **187**
#007DBB

C: **0** M: **0** Y: **0** K: **60**
R: **128** G: **130** B: **133**
#808285

SAFER **ESSEX**
roads partnership

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

Minimum size
30mm or
150 pixels wide



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



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



Standard logo sizes (width)

Minimum size (print)	30mm
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 exception to this rule is signage and exhibitions where size may need to be enlarged to ensure legibility from a distance.

Logo Positioning and Exclusion Zone



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.



X 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 text alone without the badge emblem



DO NOT: rotate, squeeze or stretch the logo in any way



DO NOT: use any other fonts for the logo



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





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.

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

Helvetica Neue Condensed Bold

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

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

Helvetica Neue Thin

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

Helvetica Neue Regular

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

Helvetica Neue Heavy

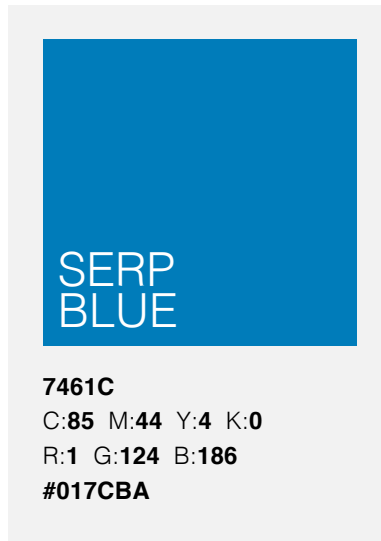
1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

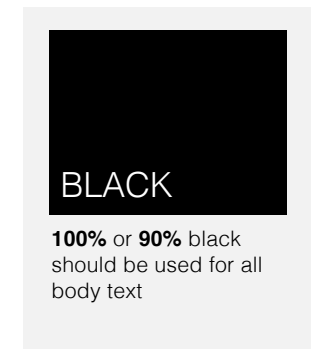
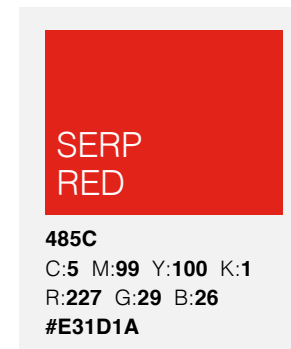
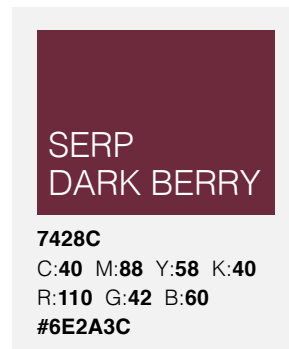
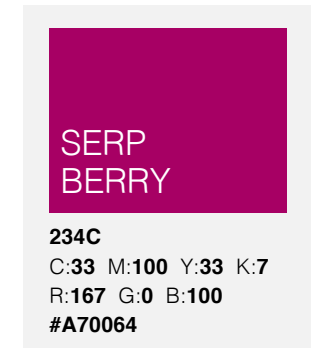
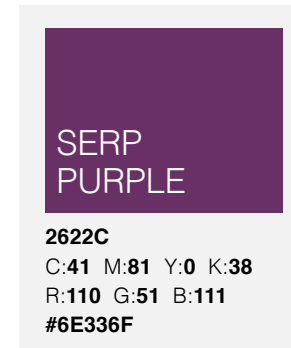
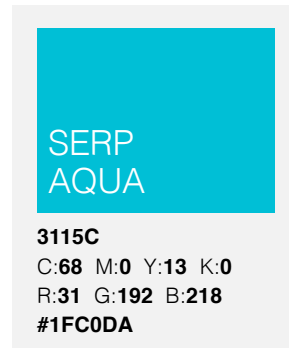
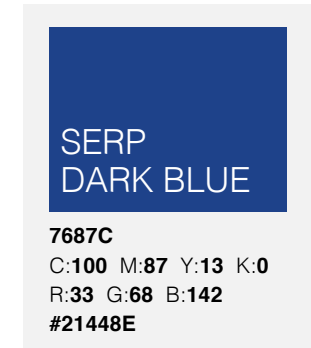
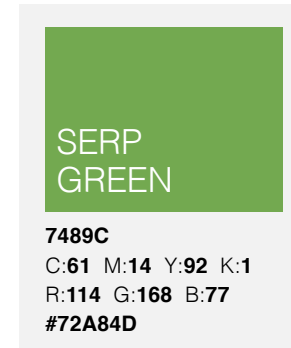
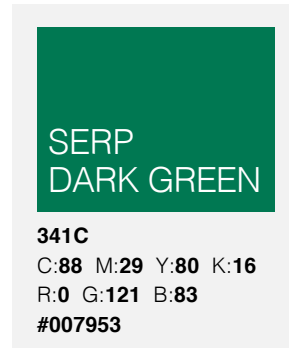
abcdefghijklmnopqrstuvwxy

Safer Essex Roads Partnership Colours

The primary colours to be used within the logo

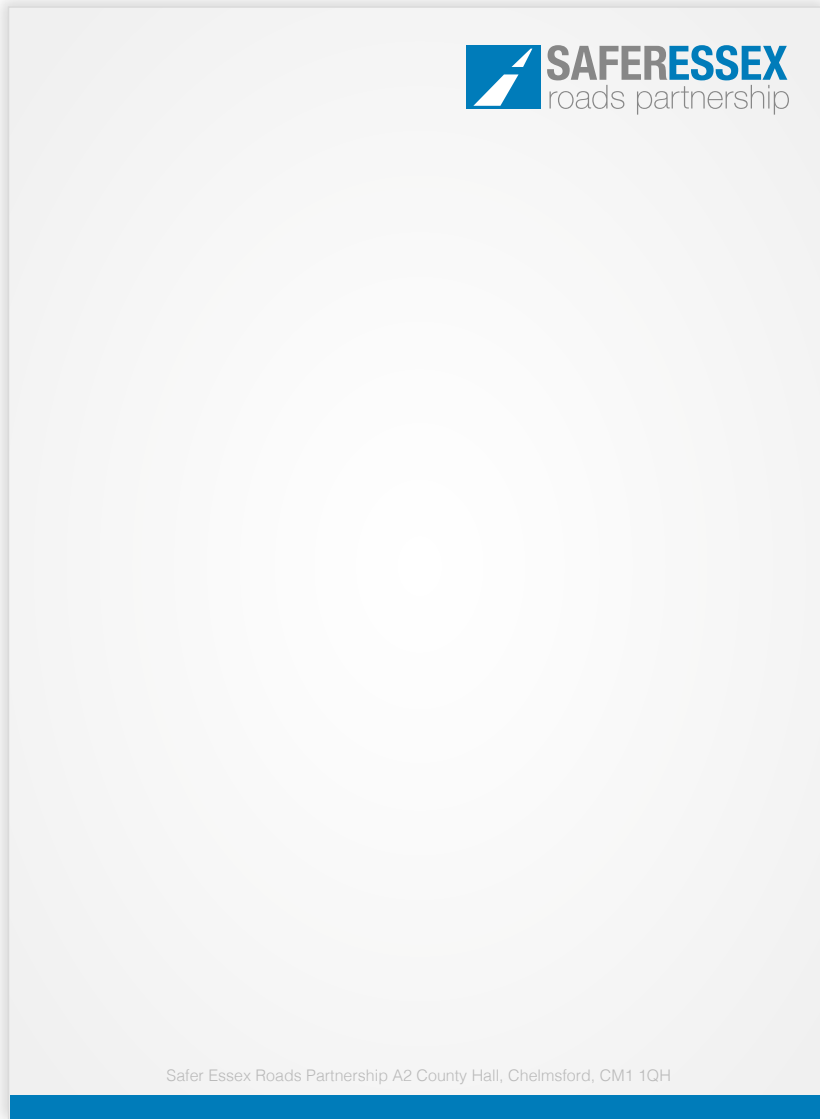


The secondary Safer Essex Roads Partnership colours, which can be used in printed and online marketing - **NOT to be used within logo**. It is strongly recommended that this colour palette is used in all all documents and marketing material. If you need to extend the palette range, please ensure that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

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2nd Floor,
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CM1 1QH

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Email: SaferEssexRoads@essexhighways.org