# aelp

## Brand Guide

THE ASSOCIATION OF EMPLOYMENT & LEARNING PROVIDERS



## **Brand** Guide

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## Brand Objectives

1

ONE VOICE

**UNITY** through consistency and uniformity

**CLARITY** through simplicity and legibility

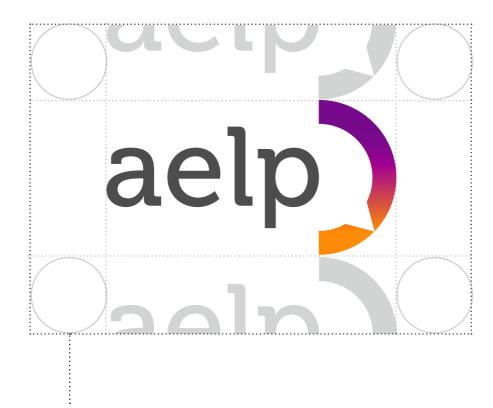
**PROFESSIONALISM** through appropriate execution

**EQUALITY** by ensuring our brand is accessible to all

The purpose of this document is to provide guidance and support to users of our brand, offering a framework on which to base technical and visual decisions with the objective of maintaining unity, clarity, professionalism and equality in all AELP's communications. It is not intended to be prescriptive or absolute, allowing scope for individual judgement throughout the extensive range of situations in which the brand is used. Although we do request that you consult our Brand Exec if your requirements extend beyond the parameters of this guide.

## Breathing Space

It is important to provide a sufficient amount of clear, 'breathing space', around the logo when positioning it or aligning it with other elements. Clear space maximises impact and clarity.



The clear space should at least half the height of the logo

### CO-BRANDING

Allow sufficient clear space between logos: a space equivalent to **at least half the height of the logo** and always ensure our logo has an equal height to the partner logo.







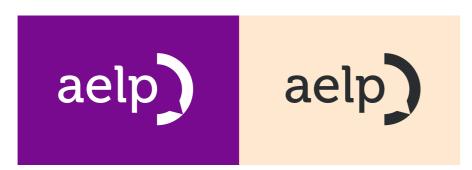
## Logo Variations

To maintain definition, the logo should be used on a solid background of (in most situations) white. It should not overlap images or graphics.

Occasionally, where a coloured background is appropriate, our monochrome logo is available in light and dark variations.

Online (RGB/eps/png) and print (CMYK/eps) logos are available upon request and the correct colour mode and file format should always be used depending on the output. If in doubt, please get in touch.

## MONOCHROME, LIGHT MONOCHROME, DARK



Ideally, to retain integrity, the logo should always have a width of 100px or above, below this size - the favicon should be used - this is a simplified, icon version of our logo for use in mobile apps, browser tabs and social media profiles.

### PRIMARY LOGO

Minimum width: 100px/30mm

## aelp

#### **FAVICON**

100px width and below



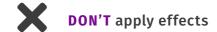
In situations where the full company name is required, the *logo* with tagline is available but should be displayed at a minimum of 250px to ensure all text is clear and legible.

#### PRIMARY LOGO WITH TAGLINE

Minimum width: 250px/80mm



## Logo Don'ts









Always 'constrain proportions'

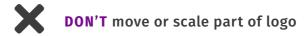


















**DON'T** use non-brand colours











## Colour Palettes

AELP's refreshed logo contains five core brand colours, these make up the **primary colour palette**. An additional, **secondary colour palette** may be used alongside the core colours to expand upon and compliment them, while retaining brand integrity. Please use CMYK colours listed for print.

#### PRIMARY PALETTE

Our five core brand colours





#### SECONDARY PALETTE

RGB: #FFD5C7 CMYK: 0 23 20 0

RGB: #FEB47A CMYK: 0 37 55 0

RGB: #F29038 CMYK: 0 52 83 0

RGB: #EE7251 CMYK: 0 66 67 0

RGB: #FF5058 CMYK: 0 80 54 0

RGB: #DC084A CMYK: 6 100 56 1

RGB: #BC00AE CMYK: 46 88 0 0

RGB: #730067 CMYK: 65 100 21 13

RGB: #6600B8 CMYK: 81 89 0 0

RGB: #C8A5E1 CMYK: 27 40 0 0

RGB: #FCD2F9 CMYK: 4 24 0 0

## Brand Typeface

Within marketing materials, where possible, Museo and Fira Sans Condensed should be used as heading fonts — in unity with AELP's logo.

AELP's 'house' font for body copy, within all communications, is Fira Sans Light or (where Fira Sans Light isn't available) Calibri. Ideally, body copy should be used at a minimum size of 11 points to ensure legibility. If the heading fonts detailed are unavailable or unsuitable, Calibri can also be used for titles.

Where alternative fonts are unavoidable, sans-serif fonts should be used to maintain clarity.

Always endeavour to give text a clear, visual hierarchy by distinguishing between heading levels, H1 being the largest, followed by h2 and so on.

Please get in touch if you require any assistance acquiring or installing fonts.

**HEADING 1: MUSEO 500** 

## ABCDEFGHIJKLM abcdefghijklm

**HEADING 2: MUSEO 100** 

ABCDEFGHIJKLM abcdefghijklm

**HEADING 3: FIRA SANS CONDENSED** 

A B C D E F G H I J K L M a b c d e f g h i j k l m

BODY COPY: FIRA SANS LIGHT OR CALIBRI

ABCDEFGHIJKLM abcdefghijklm

A B C D E F G H I J K L M a b c d e f g h i j k l m

## Brand Accessibility

We aim to ensure that our brand, and associated online material, is accessible to as many users as possible. In order to achieve this, the text and background colour contrast ratio should be within **W3C's AA standard guidelines** of (4:5:1) or above. If you would like to check the contrast of your text and background colours, visit this link for more information, to sample colours and check that your ratio is AA compliant.

AELP's primary colour palette, made up of our logo's five core colours, is within AA standards when used in the pairings pictured above: white/purple, white/pink and white/grey. Please avoid the pairings pictured below: grey/orange, grey/pink, grey/purple, pink/orange or white/orange. The background and text (foreground) colours are interchangeable when the ratio is calculated. The pairing purple/orange is AA compliant when the text size is large (above 14pts).

If you would like help or advice on achieving a W3C AA compliant contrast ratio when using our brand – please get in touch.



CORRECT CONTRAST RATIO IF TEXT IS LARGE



ABCD



### **CORRECT CONTRAST RATIO**

ABCD	ABCD
ABCD	ABCD
ABCD	ABCD
ABCD	ABCD



### **INCORRECT CONTRAST RATIO**

ABCD	ABCD
ABCD	ABCD
ABCD	ABCD
ABCD	ABCD



## ASSOCIATION OF EMPLOYMENT AND LEARNING PROVIDERS

2nd Floor, 9 Apex Court, Bradley Stoke, Bristol, BS32 4JT Registered in England, Company No. 2209949, VAT No. 545 1202 79

**AELP Brand Guidelines 2022** | Anna Das | Brand Executive | ⊕ www.aelp.org.uk | **≥** adas@aelp.org.uk