



# Brand Guide



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## Brand Objectives

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### ONE VOICE

**UNITY** through consistency and uniformity

**PROFESSIONALISM** through appropriate execution

**CLARITY** through simplicity and legibility

**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



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



## FAVICON

100px width and below



# Logo Don'ts

✗ **DON'T** apply effects



✗ **DON'T** layer above images



✗ **DON'T** distort or skew  
Always 'constrain proportions'



✗ **DON'T** outline



✗ **DON'T** layer above patterns



✗ **DON'T** move or scale part of logo



✗ **DON'T** use non-brand colours



✗ **DON'T** upsize



✗ **DON'T** change the font



# 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



# 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

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

## HEADING 2: MUSEO 100

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

## 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

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  
  
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



## CORRECT CONTRAST RATIO



## INCORRECT CONTRAST RATIO





## ASSOCIATION OF EMPLOYMENT AND LEARNING PROVIDERS

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