

Brand Guidelines Summary

This 1 pager is designed to give you an overview of the main elements from our Brand Guidelines. To maintain consistency across our brand, it's essential that you apply these rules when creating any marketing or communications materials related to The Careers & Enterprise Company.

Key Messaging

This copy should be used across all online and offline marketing and communications materials when talking about The Careers & Enterprise Company. Download our full narrative [here](#).

Mission

Our mission is to prepare and inspire young people for the fast-changing world of work.

Role

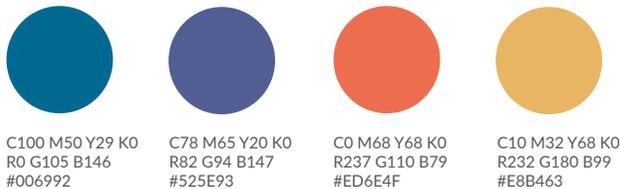
Our role is to link schools and colleges to employers and to help them deliver world class careers support for all young people.

Colour Palette

Primary - To be used across titles and sub-titles as the main colours



Secondary - To be used sparingly. To differentiate between categories



Body - To be used on all body text and text that is not a title or sub-title



Typography

Our primary font is Lato, which should be used for all headlines, subheads and body copy. Where Lato is not available, all text should be represented as Calibri.

Photography

Our brand imagery helps show that young people are at the heart of everything we do. Try to focus on one person like the examples below:



Additional Logos

This shows how a LEP logo and The Careers & Enterprise Company logo should be used together. It should always appear in the top right corner of the page with a 10mm margin.



Primary Logos

Our primary logo should not, under any circumstances, be recreated or represented in any other way. Always use the logos provided in the guidelines when producing any materials.

The two-colour Careers & Enterprise Company green and black logo should be used on a white background and the two-colour white and black logo should be used on a green background.

The logo should not be shown smaller than 10mm in width, and you must leave space around the logo equivalent to the height of the '&' symbol.

The logos can be downloaded [here](#).

