

brand guidelines



Growing
Enterprise in
Communities

V1 winter/16

introducing

the Key Fund brand guidelines.

This document contains the rules that govern the use, application and production of our new identity.

We are proud of our identity and ask you to handle it with care.

Should you ever be in doubt on how to use it, **we are here and happy to help.**

tell me about the Key Fund?

Key Funds central mission is to provide finance - flexible loans and grant/loan packages - to help community and social enterprises to start-up, become sustainable or grow. We believe in the power of people to find solutions to the challenges facing their communities. Our mission is to remove barriers to finance.

We invest in community and social enterprises who have traditionally been excluded; turned down by mainstream banks and building societies. Particularly those in disadvantaged areas. From Derby to the borders of Scotland, we can provide investment of between £5,000 and £150,000

As a social enterprise ourselves, we understand the pitfalls and challenges you face, and will support you, pre and post investment.

Portrait



Growing
Enterprise in
Communities

Landscape



Growing Enterprise in Communities

Full colour positive

To be used on a lighter coloured background or against photographs.

in a nutshell

Our strapline is an expression of our proposition and has been styled to work in conjunction with our new identity. The complete identity including strapline should be used on single page documents only.

Feel free to use the logo on multi-page documents but the complete identity including strapline should only appear on the front and back covers.



Growing Enterprise in Communities

Full colour negative

To be used on darker coloured backgrounds or against photographs.



Single colour positive

To be used on lighter backgrounds when colour is not available.

The single colour should always be 68% black.



Single colour negative

To be used on darker backgrounds when colour is not available.



how not to use it

It is essential that all versions of our logo are portrayed in a consistent way at all times. **Under no circumstances should it ever be squashed, stretched, recoloured or redrawn.** Artwork is readily available from Key Fund so please don't hesitate to ask.



size isn't everything

When it comes to using the logo at a small scale, designers should use their discretion but make sure that the smallest elements (the leaves on the tree) are always visible. In the smallest instance it is advised to use the logo without the strapline as a single colour.



don't get too close



Always give the logo room to breathe. Whatever the scale of the logo, use a double 'F' as an exclusion area.

our corporate tone of voice

In our corporate and more formal communications we endeavour to remain clear and informative, avoiding jargon wherever possible.



BE CLEAR

BE INFORMATIVE

Speak our language

The Key Fund corporate font was selected because we feel that it has an honest simplicity that captures our personality. Simply add a little bit of letter spacing to make it more individual.

The font is available for both print and web use so please be consistent.

Edmondsans Bold

Headlines

Edmondsans Medium

Text

explore the palette

The Key Fund identity contains 6 colours, 2 primary and 4 secondary. Don't be afraid to use them within your designs but always ensure that legibility is your primary aim.

Be creative! Don't feel limited to this palette of colours if your design demands something new.

Primary Colour

Print
OC / 94M / 6Y / OK
Screen
224r / 21g / 105b
Web
#ce3369

Primary Colour

Print
OC / OM / OY / 68K
Screen
82r / 78g / 78b
Web
#514e4e

Secondary Colour

Print
58C / OM / 27Y / OK
Screen
18r / 167g / 167b
Web
#4ca5a6

Secondary Colour

Print
78C / 66M / 8Y / OK
Screen
26r / 66g / 123b
Web
#244277

Secondary Colour

Print
37C / 6M / 100Y / OK
Screen
147r / 173g / 29b
Web
#98ab3d

Secondary Colour

Print
OC / 11M / 100Y / OK
Screen
255r / 205g / 0b
Web
#f7ce46

show the human side

People are at the heart of **everything** we do and this should be clear in the images we use. Whether it's the team who deliver our service or the clients we represent, please ensure that their personality is on show.

We are constantly updating our client and company imagery, so please get in touch if there is something in particular you are looking for and we'll do our best to help.



enjoy yourself

Our photography style where appropriate is informal, candid and friendly.



draw on your experience

We encourage the use of illustrations to help cut through the jargon, get to the point and deliver the facts.



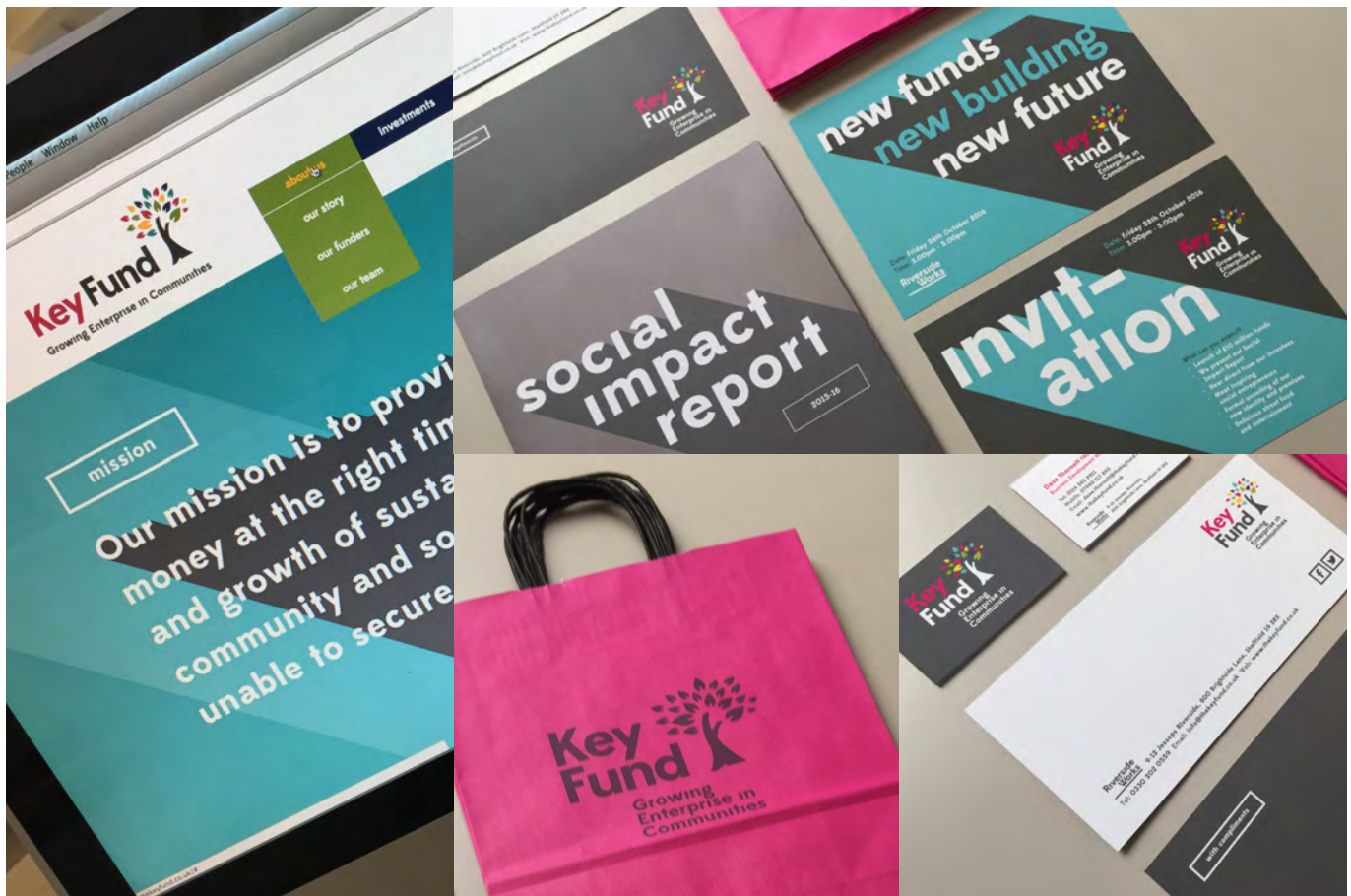
need some help?

The images below show how to correctly apply the assets previously laid out to best achieve a consistent, engaging and coherent visual tone for the brand.

Digital copies of all the logo variants are available in all different formats.

Tel: 0330 202 0559

Email: info@thekeyfund.co.uk





Tel: 0330 202 0559

Email: info@thekeyfund.co.uk

www.thekeyfund.co.uk



Join our online community

Riverside Works 9-12 Jessops Riverside, 800 Brightside Lane, Sheffield S9 2RX