



# **Guidelines for approved suppliers/associates/partners using our brand assets**

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# 1. Overview

Our logo is the most visual and recognisable element of our brand and therefore it needs to be used consistently, professionally and with clarity across all communications. It is important that our brand is kept constant and recognisable when used our partner organisations.

**HES** has one logo which is available with or without our strap line as shown below.

Logo with strap line



Logo without strap line



## 2. Logo usage and approved strapline for suppliers

**2.1** Approved strapline for suppliers to use in conjunction with the **HES** logo

**Our approved suppliers, associates and partners may use the following strap line and subtext in combination with the HES logo on both printed and online marketing collaterals in promoting school services.**

“Working in partnership with **HES**”.

*\*‘HES’ is Havering Council’s umbrella brand for providing professional services to the education sector*

**2.2** The correct logo to use is available in a number of formats as outlined below, from the Education Brokerage Team.

Please use the logos supplied and the logo should not be recreated.

The logos can be supplied in various formats:

Vector PDF – Full colour CMYK.

JPG – Full colour RGB.

PNG (with transparency) – Full colour RGB.

# 3. Logo use on colour and imagery

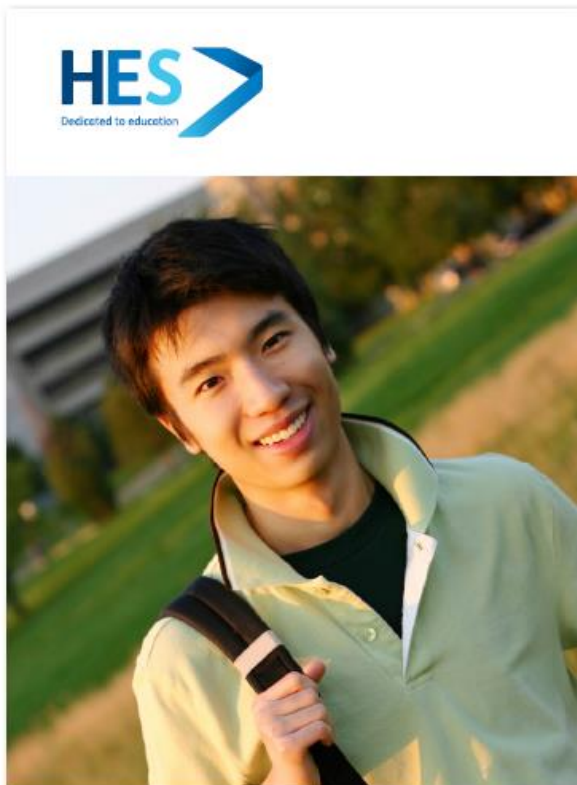
Please use the full colour and greyscale **HES** logo on a plain white or light grey gradient background (recommended white [paper] to 9% black), then it is always clear and easy to read.



Correct use



Incorrect use



## 4. Logo exclusion zone

In order to ensure the integrity of the HES logo, please only use it with an area of clear/empty space around it (an exclusion zone).

We recommend that the exclusion zone is the equivalent of the width of the letter H from the logo. This is a minimum suggested distance and as much space should be given around the logo as possible so that the logo and page design is balanced.

The HES logo should always be prominent and clearly visible.



## 5. Logo size

The 'HES' logo is a fine logo and therefore it is important that when it is reduced in size it is still fully visible. The recommended minimum size the logo can be reproduced at is 50mm wide.

This table below gives a guide to the size you should be using the logo at for publications of different dimensions.



# 6. Logo usage

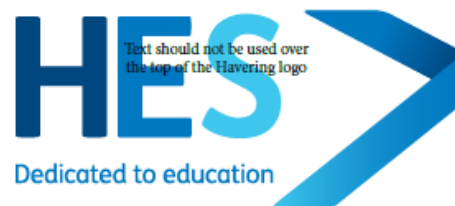
The correct logo to use is available in a number of formats as described in section 2.

Please use the logos supplied, and therefore there should be no need to recreate it.

**X** Avoid distorting or stretching the logo.



**X** Arrange text so that it does not sit on top of the logo.



**X** The logo should never be reset using a new typeface.



**X** Avoid creating your own strapline versions.



**X** Ensure the quality of the logo is always maintained.



# Contact details

For logo files or any assistance we are happy to help:

HES

Central Business Development Team

T: 01708 431561

E: [support@hes.org.uk](mailto:support@hes.org.uk)