

eFreight 2030

BRAND GUIDELINES

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BRAND LOGO

OUR LOGO

The eFreight2030 lock-up logo is the identifying symbol making it possible to immediately recognise our brand.

HORIZONTAL LOCK-UP WITH BRAND NAME



ICON ONLY FOR APPS OR FAVICON



COLOUR OPTIONS

Recognising that in a wide variety of applications the logo must be both consistent and flexible. The main logo type should be used on white or backgrounds. On a dark blue background, the logo colour ways should be reversed.

For single colour applications, the logo may be used in black on white backgrounds and reversed on black. No other colour options are available.

REVERSE



MONO



EXCLUSION ZONE

A clear area must be preserved around the logo to protect it and ensure that it is fully visible. No other typography or graphic element must infringe on this zone.

This clear area may be calculated as being one sixth of the height of the logo as shown for both vertical and horizontal applications.



MINIMUM SIZES

It is important for our logo to retain its visibility and stand out at all times. To be sure this is the case, we have specified minimum sizes. The minimum size is determined by the height of the blue background. Our logo should never be used at a smaller size than those specified here.

HORIZONTAL LOCKUP



Below 22mm high the tag line becomes harder to read so switch to the non tag line version



The logo should never be smaller than 12mm in height.

PARTNER BRANDS

The 'Funded by UK Government' and 'UK Government' logos detailed in this guidance have been designed to help quickly identify government backed work. The 'Funded by UK Government' logo is for use by third us as we are in receipt of UK government funds.

The exclusion zone allows for a clear area around the logo at all times ensuring its clarity. This area is defined consistently by leaving an area the height (x) of the crest, around the logo.

Innovate UK has a mission to connect ideas, people and communities to respond to these challenges and drive positive change through innovation.

EXCLUSIONS ZONES



MINIMUM SIZE



To protect the legibility of the logo the minimum size it should be used at is 10mm high (y).

Whenever possible use the logo larger than the minimum size.

INNOVATE UK

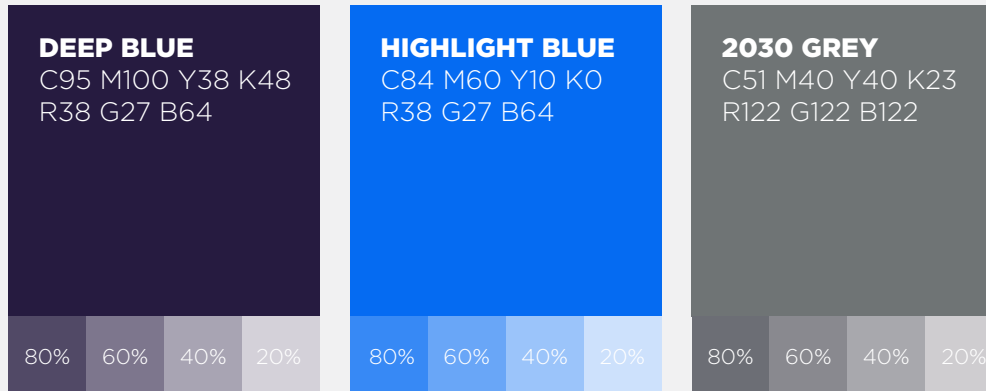


BRAND COLOURS

OUR COLOURS

Our main colours are an integral part of our brand identity. DEEP BLUE emphasizes the brand and HIGHLIGHT should be used as an activation colour throughout all our communications and environments. GREY is used for typography.

The secondary colour GREY, can be screened as specified below to produce additional shades of grey.



COLOUR CODES

	PMS	CMYK	RGB	HEX
	2766 C	95 100 38 48	38 27 64	#261B40
	2727 C	84 60 10 0	230 0 18	#056bF2
	431 C	51 40 40 23	122 122 122	#7a7a7a

TYPOGRAPHY

OUR FONTS

Gotham is our corporate typeface. It conveys the strength, competence, and modernity of the brand and at the same time draws attention to headlines without distracting from content. It is easy on the-eye sans serif typeface with open counterforms for maximum legibility.

The Arial typeface is used in MS Office applications and is a suitable replacement font.

Please observe the following points to ensure the optimal use of typographical elements:

- Ensure that type sizes and line spacing are correct
- Ensure the kerning is correct for each respective type size.
- Use only the specified type styles.
- Set copy left-aligned and non-justified.
- Set kerning to “Optical” in InDesign.

PRIMARY TYPEFACE

TRADE GOTHIC NEXT LT PRO HEAVY

AaBbCc

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
0123456789**

TRADE GOTHIC NEXT LT PRO BOLD

AaBbCc

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
0123456789**

TRADE GOTHIC NEXT LT PRO LIGHT

AaBbCc

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
0123456789

SECONDARY TYPEFACE

ARIAL BOLD

AaBbCc

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
0123456789**

ARIAL REGULAR

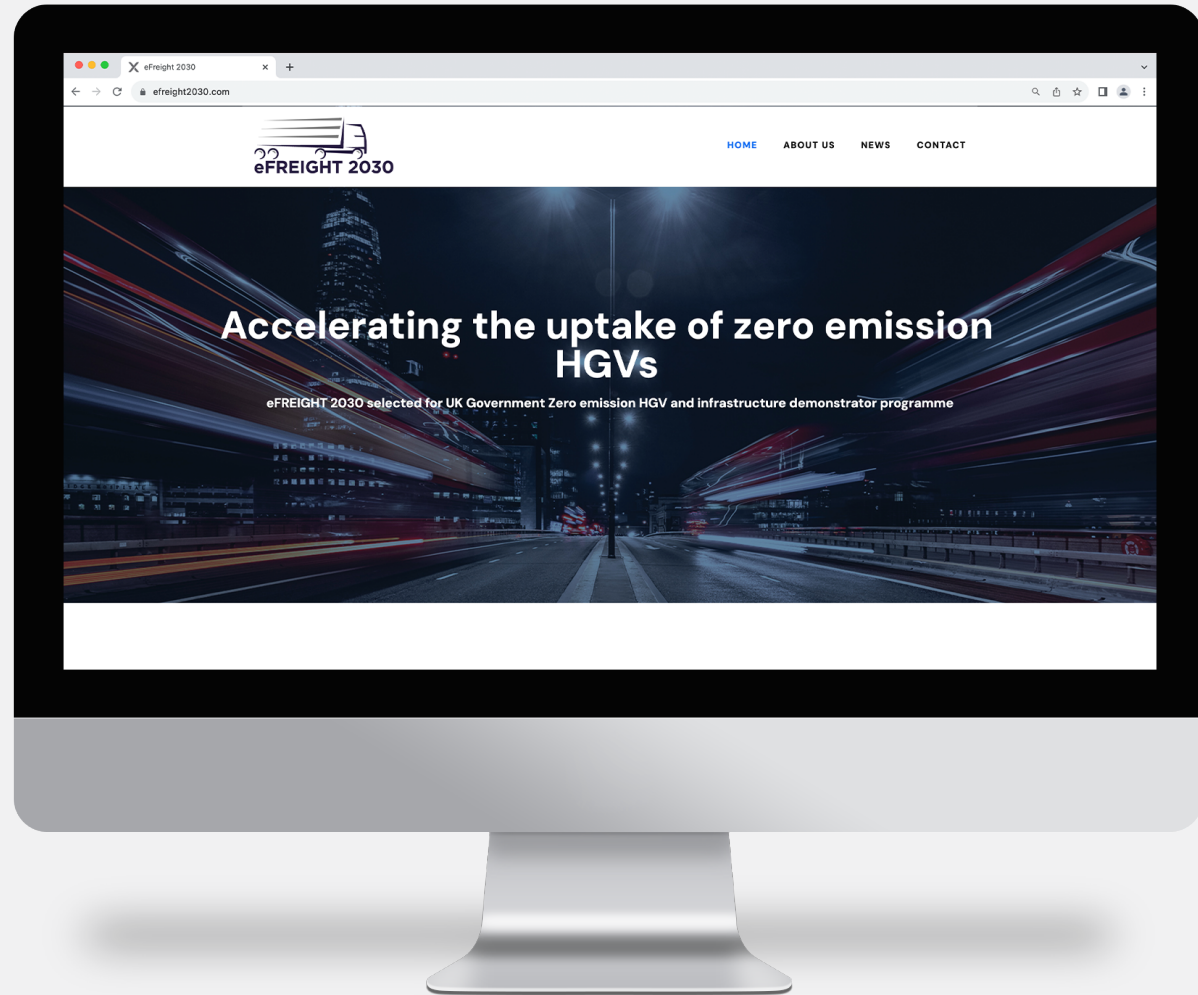
AaBbCc

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
0123456789

DIGITAL

WEBSITE

The logo must be positioned in the top left of the screen using the primary landscape logo, for tablet and mobile views the logo can switch to the logo without 'tag line.'



THANK YOU