



Brand Guidelines



Introduction

Leicester Business Festival (LBF) is currently the regions largest business event and has been developed 'by business for business' since 2014 to put Leicester and Leicestershire front and centre of the UK's business agenda.

With a market reach of c.20million, the festival attracts tens of thousands of visitors to more than 100 events each year. The Festival's core objective to is to 'drive economic growth through inward investment for the benefit of the all those that live and work in Leicester and Leicestershire'.

LBF's brand is the leading 'voice' of this objective and its continued success and therefore to maintain the Leicester Business Festival (LBF) identity and its continued impact, it is vital to use its brand with clarity and consistency.

These guidelines have been created to assist you when working with the LBF brand and include accessible step-by-step guidance as to how to best use and maintain the brand under license.

The LBF brand is licensed for use by Leicester Business Festival C.i.C., who are registered in England and Wales. Please send any collateral featuring the LBF brand to hello@leicesterbusinessfestival.com for approval.

Should you require any help, assistance or clarification on any of the elements contained within these guidelines then please contact hello@leicesterbusinessfestival.com.

All collateral outlined within these guidelines can be downloaded at www.leicesterbusinessfestival.com/downloads



Our Logo Hierarchy

There are four versions of the LBF logo that you may use, with the principle and core logos being those identified as '1' and '2'.

1) FULL COLOUR LOGO (DARK BACKGROUND)

This is the principle version of the Leicester Business Festival logo composed of the LBF colour palette and the brand text - it should be used wherever possible.

2) FULL COLOUR LOGO (LIGHT BACKGROUND)

This is the principle version of the Leicester Business Festival logo in reverse composed of the LBF colour palette and the brand text - it should be used wherever possible.

3) MONO LOGO (WHITE & GREY)

These two logos are the mono versions of the Leicester Business Festival logo and should be used only when colour options are not available.

1



2



3



Our Icon Hierarchy

There are four versions of the LBF icon that you may use, with the principle and core logos being those identified as '1' and '2'.

1) FULL COLOUR ICON (DARK BACKGROUND)

This is the principle version of the Leicester Business Festival icon composed of the LBF colour palette and the brand text - it should be used wherever possible.

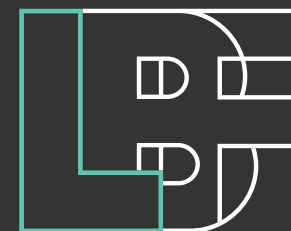
2) FULL COLOUR ICON (LIGHT BACKGROUND)

This is the principle version of the Leicester Business Festival icon in reverse composed of the LBF colour palette and the brand text - it should be used wherever possible.

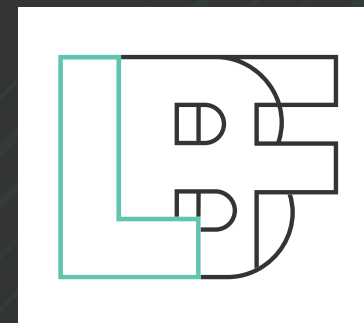
3) MONO ICON (WHITE & GREY)

These two icons are the mono versions of the Leicester Business Festival icon and should be used only when colour options are not available.

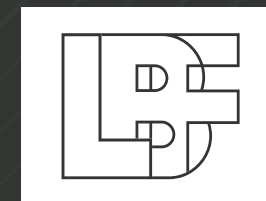
1



2



3



Room to Breathe - Logo

In order to ensure prominence, clarity and stand out value, it is important to position the logo with an adequate area of clear space between it and any other graphic elements or page parameters you may be using.

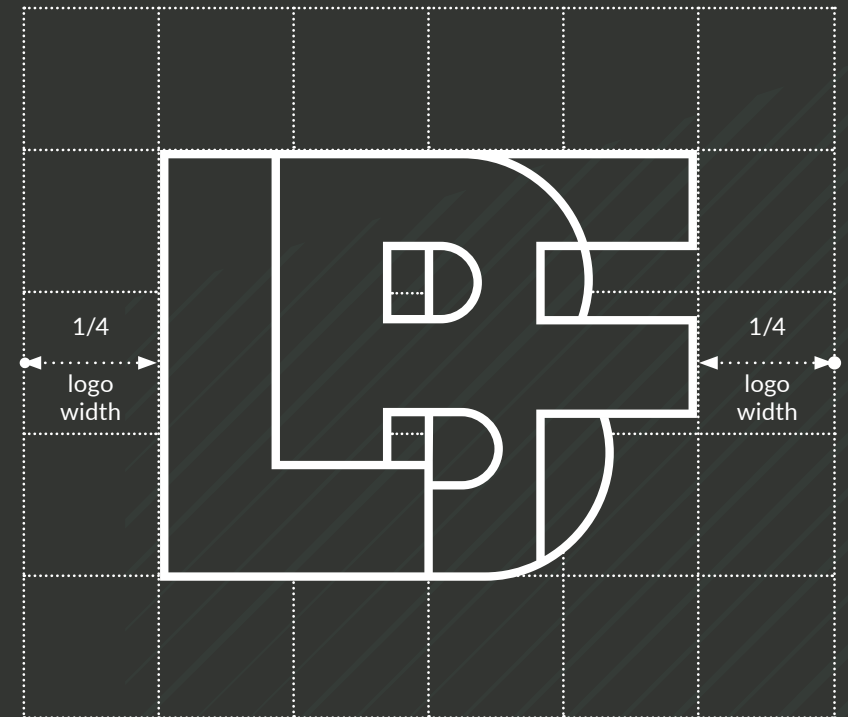
With the exception of backgrounds of flat colour or photographic images, type and other graphics should not encroach on the clearance zone. This area is determined to be one seventh of the width of the LBF logo as demonstrated here.



Room to Breathe - Icon

In order to ensure prominence, clarity and stand out value, it is important to position the icon with an adequate area of clear space between it and any other graphic elements or page parameters you may be using.

With the exception of backgrounds of flat colour or photographic images, type and other graphics should not encroach on the clearance zone. This area is determined to be one seventh of the width of the LBF icon as demonstrated here.

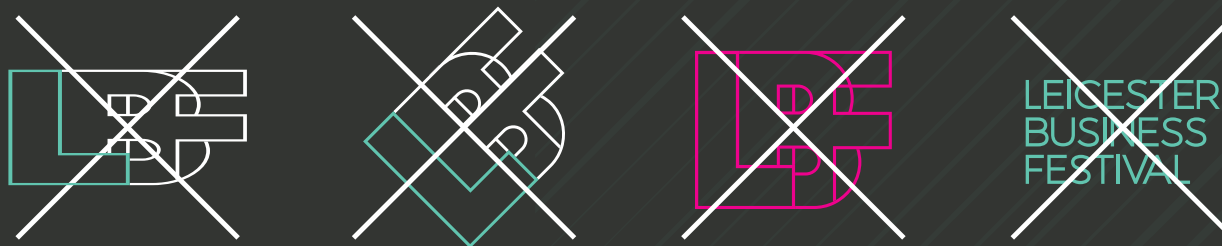


Unauthorised Logo & Icon Use

If you are thinking of adapting, changing or amending the logo or icon in any way, then please think again. Any amendment is not authorised under the terms and license of use for this brand.

Please always use the appropriate master artwork which is available from leicesterbusinessfestival.com.

There must be no distortions to the design (including drop shadows or any such textual effects). Changes to colour, rotation, perspective or shape are also strictly prohibited as is silo and independent use of the words within the logo ('Leicester Business Festival') from the logo.



If you require any specific adaptations to be made to any element, then you can request these by contacting hello@associate-events.com.

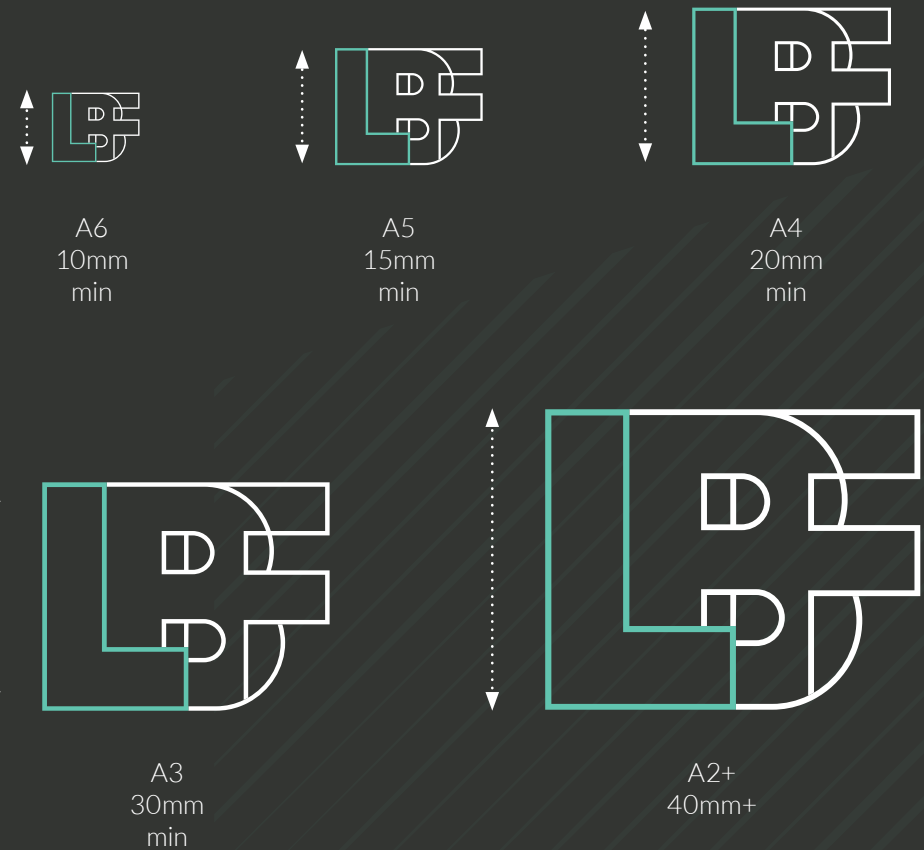
Size Matters

The legibility of the brand elements and the marquee should always be a primary consideration when reproducing a brand under license.

At small sizes, different print techniques or the substrate on which the marquee is applied will determine the visual effectiveness and so consideration should always be given to which version and size of the logo to use.

The smallest size the logo or icon should appear in is 10mm high.

Consideration should always be given to the marquee's size and position is of course, of the upmost importance. Please ensure that when resizing that any change is proportional.



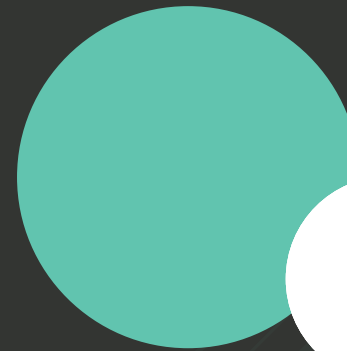
Colour Palette

Should you need to replicate the LBF colour palette anywhere on your marketing material please use the following as a guide.

The signature LBF brand colours are teal, purple and grey. These have been specifically chosen to be contemporary, confident and to compliment each other when appearing on light and darker backgrounds.

To use this palette as background colours please refer to our hierarchy pages 2 and 3 for instructions on which logo or icon version to use with which background colour.

LBF Teal



CMYK
59 0 39 0
RGB
99 196 175

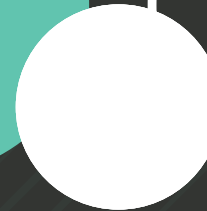
62C4AF

LBF Rich Grey



CMYK
69 62 64 57
RGB
53 53 51

343533



White
CMYK
0 0 0 0
RGB
255 255 255

FFFFFF



CMYK
62 74 0 0
RGB
124 84 158

7c549e

Additional Elements

1) FALLING LETTERS

This should be used as a background image to add depth and colour to a design. It should primarily be used with its gradient feather effect and not as a solid image. This image can be 'tinted down' to a maximum of 25% of its original intensity

2) VERTICAL LINE PATTERN

This bespoke pattern should be used primarily in LBF Teal, especially when appearing on a dark backgrounds, but it can be used in the other palette colours when necessary. This image can be 'tinted down' to a maximum of 15% of its original intensity.

3) CROSSHATCH LINE

This reoccurring pattern should be used primarily in LBF Teal, especially when appearing on dark backgrounds, but it can be used in the other palette colours when necessary. This image can be 'tinted down' to a maximum of 15% of its original intensity.

4) LBF ICON

Guidelines apply as per page 4.

5) LBF SOCIAL ICONS, WEB ADDRESS, HASHTAGS AND MESSAGING

All elements should conform to the use of font, colour and consistency in presentation as outlined within these guidelines. All imagery, graphics and headline messaging is available at leicesterbusinessfestival.com

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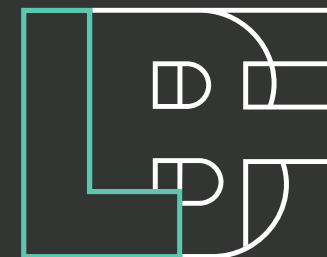
The Regions Largest Business Event

www.leicesterbusinessfestival.co.uk



#LBF2021

4



1

2

3

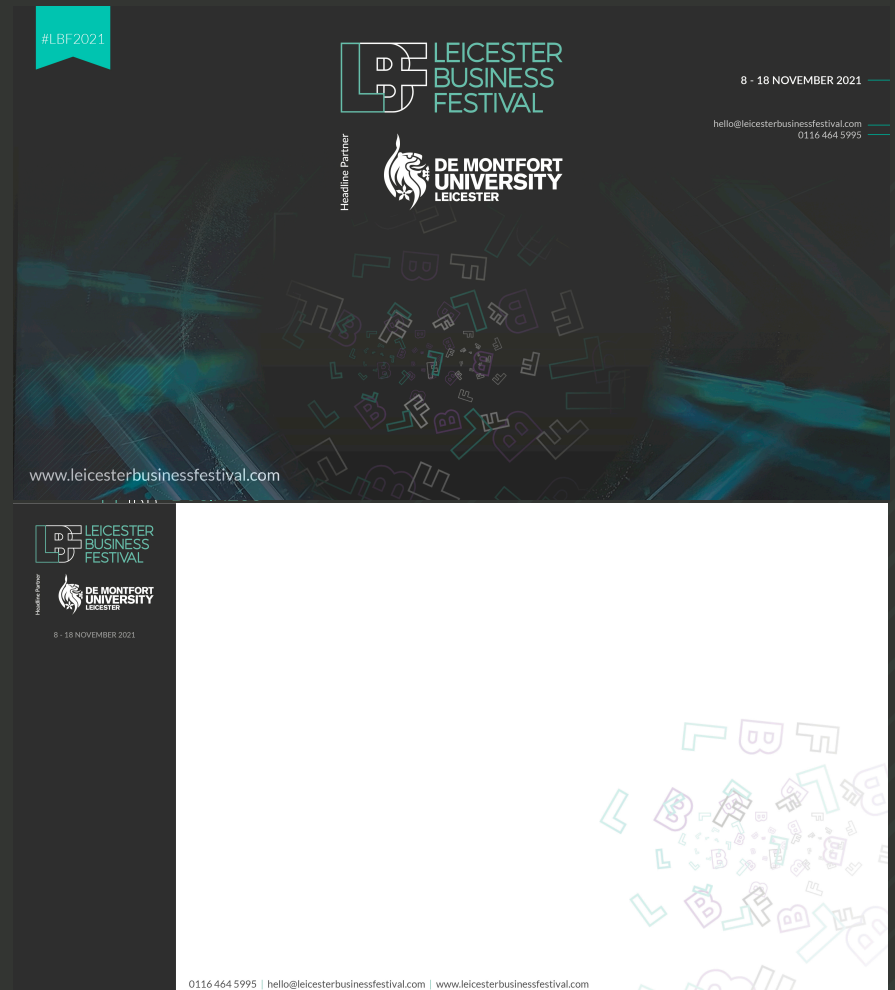
6

BRINGING BUSINESS TOGETHER
BRINGING BUSINESS TOGETHER



Presentation Decks

All presentations given as part of the festival must be conducted using the LBF 'Presentation Decks', which will be pre-designed in 'PowerPoint'/*PPT template format and made available in ratios of 4:3 and 16:9 each year at leicesterbusinessfestival.com.



Fonts in use

The use of fonts in our brand are as critical to maintaining the marque as our logo, icon and colour palette are.

When developing any collateral, please ensure that the fonts demonstrated are the only fonts used. Please also ensure that they are only used with the colours within the LBF colour palette.

Lato

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Hairline Hairline Italic

Thin Thin Italic

Light Light Italic

Regular Regular Italic

Semi-bold Semi-bold Italic

Bold Bold Italic

Heavy Heavy Italic

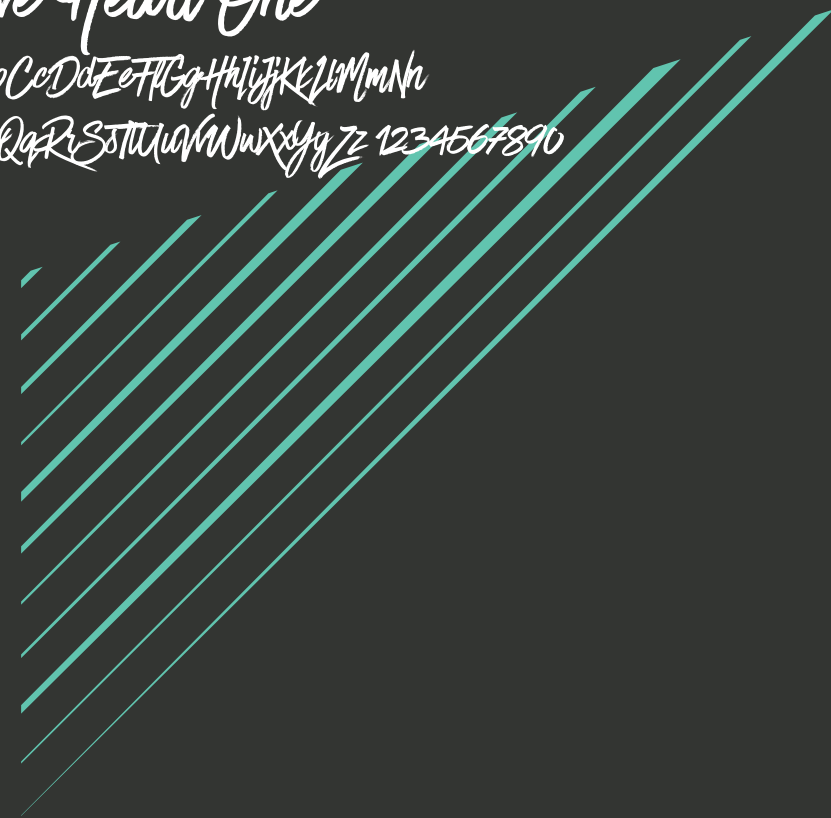
Black Black Italic

If you wish to use Lato in your materials it is available for free download from <https://fonts.google.com/specimen/Lato>

Fonts in use continued

A secondary font gives a friendly feel and may be used where appropriate for titles / sub-titles only / sign-offs only.

Have Heart One
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz 1234567890



Marketing Materials

In the same spirit as these guidelines have been developed, we understand that you will need to use the LBF brand alongside your own. This will inevitably mean tailoring it to your own guidelines, but please be mindful of how you do this in line with the elements outlined within this document.

All advertising and collateral that you develop that is associated with LBF must feature and conform to the main principles outlined within this document and always feature the logo (with LCBS's logo included) and/or the icon.

Any collateral developed should be informative, immediately eye-catching and 'on message' in order to advertise both your event and the festival itself. Please note, all messaging can be obtained at leicesterbusinessfestival.com.

To ensure your collateral is distinctive and effective, only include the necessary information and imagery, which is relevant and is of print quality (vector based and photography).

To aid you in this development of your own collateral, we will make various 'InDesign' templates available at leicesterbusinessfestival.com including:

- A0 - A5 (portrait & landscape)
- JC Decaux (6 sheet & 48 sheet)
- Pull-Up Roller Banner (2000mm by 800mm)
- Landscape and portrait advertising



Look & Feel

To give you an idea of how the LBF brand comes together, please refer to this page. This example uses the key LBF logo's, elements and marketing materials.

When promoting the Festival, please be mindful to keep in line with the look and feel of the LBF brand.

Elements used:

- LBF Joint Branding Master Logo
- Hashtag
- Crosshatch Line
- Social Icons
- Falling letters





In association with

**associate
events**

events | production | brand | pr

www.associate-events.com | hello@associate-events.com