

Logos:

SMBP have 2 logo types which can be supplied in .EPS format. The main logo – which should be used as preference – is black/green on a white background. Alternatively, the white/green logo on a black background can be used.



We can also supply our INSPIRE | SKILL | COACH banner with the SMBP logo to the left of it, for both light and dark backgrounds, as well as plain white or plain black versions of our above logos if required.



Colours:

SMBP predominantly use black or green for branding and communications: -

Black – Hex #000000 / RGB 0, 0, 0

Khaki – Hex #8F8149 / RGB 143, 129, 73

Accent colours are also used within our branding and can be used for headings/subheadings: -

Light coral red – Hex #E67B71 / RGB 230, 123, 113

Seafoam green – Hex #AFD8C2 / RGB 175, 216, 194

Fonts:

Fonts used for any branding and external communications are Gill Sans Nova in SemiBold, Book or Light. These fonts can be obtained through the [Adobe Stock Fonts resource](#) or [Microsoft Store](#) if you do not already have these installed as standard on your device.

SemiBold – titles

Book – text

Light – subtext

Promotional Photographs:

Any key/highlight photographs used in any comms are black and white, or have one of the SMBP colours overlaid on top with a low opacity, as demonstrated below:



We have a photo library of both professional and mobile photos. Photos of specific scheme days are often mobile quality and sometimes sparse, so please bear this in mind when looking to request any photos. It may be that we have to supply you with other relevant photos from other clusters.

Access to Assets:

You can request access to any of our assets by emailing team@smbp.org.uk and one of the team will come back to you. Please specify what you need to ensure we can get any files to you as soon as possible.