



MIDSOMER
MURDERS



SOCIAL MOBILITY
BUSINESS PARTNERSHIP

Brand Guidelines

Typography

Merriweather

Icon font

Nunito Sans Bold

Heading font

Nunito Sans Regular

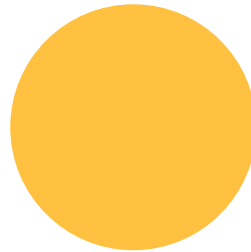
Body font



Colour

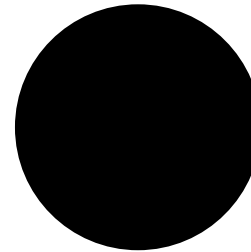
Primary

Colours to be used as the main go-to feature when generating communications.



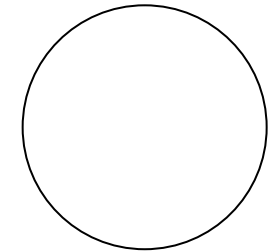
Sunshine Yellow

HEX #FFC13F
RGB 255, 193, 63
CMYK 0, 28, 81, 0



Black

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

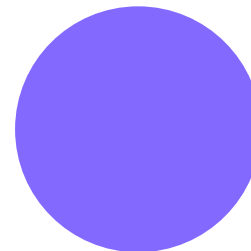


White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

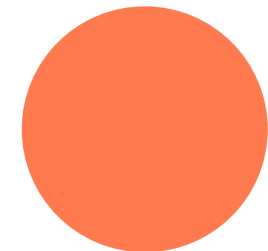
Secondary

Complimentary colours to support the primary colours, in assets and accents.



Periwinkle

HEX #8469FF
RGB 132, 105, 255
CMYK 63, 68, 0, 0



Coral

HEX #FF7A4F
RGB 255, 122, 79
CMYK 0, 52, 69, 0

Logos

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1. Where a background is white or a light colour, the main full colour logo should be used.
2. Where a background is a hue similar to Sunshine Yellow or would compromise the visibility of the main logo icon, the black logo should be used.
3. Where a background is black or a dark colour that would compromise the visibility of the logo text, the colour on dark logo should be used.

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Design Assets

Circles

The use of circles can add texture and bring colour to a document, however, it is important to strike the correct balance so that it does not become distracting. Circles with bleed from the page add dimension, as well as layered circles. Using photos within circles is welcome.

Lines

Dashed lines can be used as dividers and accents for decoration.

When used for decoration, circles, arches and swirls are welcome to be used.

Pre-made SMBP dashed stroke styles for Adobe InDesign & Illustrator are included in the downloadable asset pack found on the next page, as well as a selection of decorative accents that can be rotated and inverted to accommodate designs.

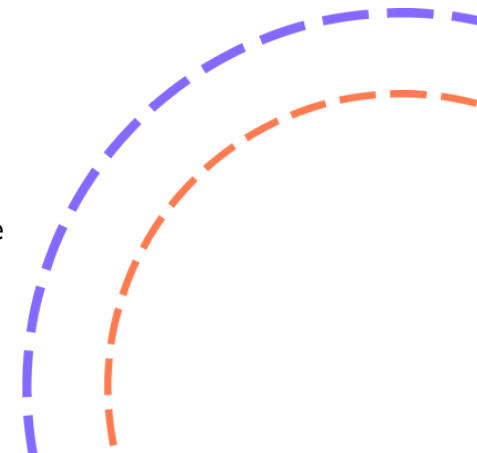
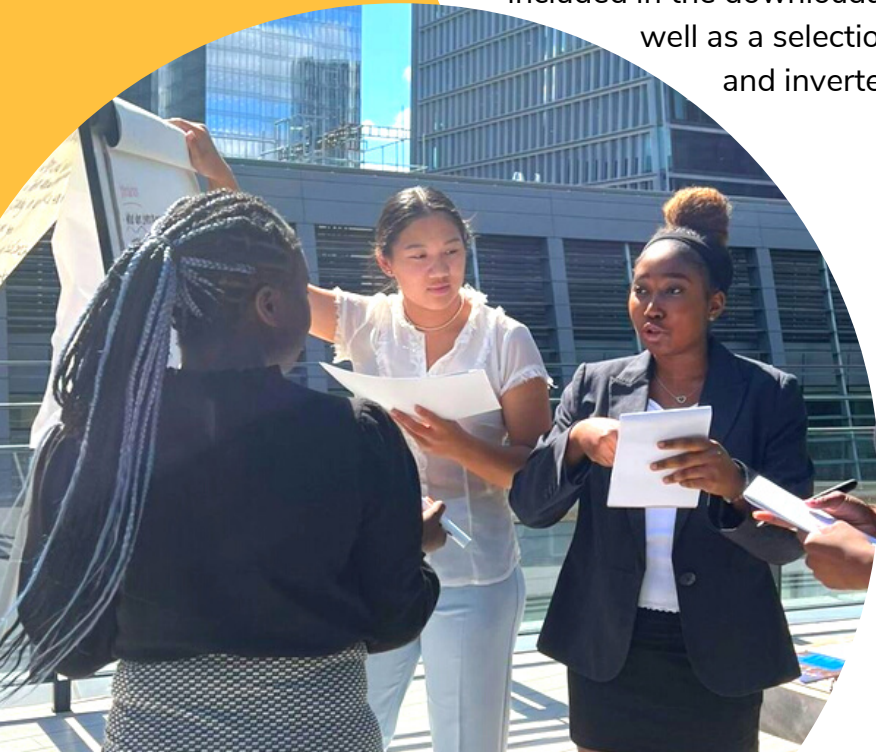


Photographs

Key photos, such as images used on title slides and introduction screens, should be black and white.

Supporting photos should be in full colour.

SMBP have a photo bank of images from each Cluster and Programme. Some images are included in the downloadable asset pack, however, if you require more photos or would like to request photos from a specific Cluster, please contact us.



Additional Information

Downloadable Asset Pack

A downloadable asset pack including logos, fonts and promotional photos can be accessed by following [this link](#).

Should further assets be required, please contact us using the details below and we will be happy to help where we can.

Contact

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Social Mobility Business Partnership



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