





01

OVERVIEW

Introduction..... p3

02

MAIN

Main Logo & Variants..... p4
Logo Placement..... p6
Logo Positioning p7
Primary Colour Palette p8
Exclusion Zone..... p9
Recommended Sizes..... p10

03

TYPOGRAPHY

Primary Typefaces..... p11
Secondary Typefaces.....p12
Typography Usage..... p13

04

GRAPHICS

Image usage..... p14
Graphics and Typography.....p15

05

SUB-BRAND

Main Logo & Variants..... p16
Logo Placementp17



Introduction

The Bristol Pound is the UK's first city wide local currency, the first to have electronic accounts managed by a regulated financial institution, and the first that can be used to pay some local taxes. The Bristol Pound is run as a not-for-profit partnership between the Bristol Pound Community Interest Company and Bristol Credit Union.

Bristol Pound CIC is a company established with specific social goals and with assets of the company 'locked in' to community control. It is governed in line with the model of a stakeholder cooperative giving Bristol Pound account holders a say in the development of the company and representation on the board.

The Bristol Pound CIC is not affiliated with any political party or political movement. The team is made up of people from a variety of backgrounds and is a Living Wage Employer.



Notes

The Bristol Pound logo represents our core values, and therefore must not be altered or recreated in any way.

It is, in most cases, the first point of contact with the Bristol Pound brand and is an important part of communicating our brand and values to the community and other businesses.

Our logo is a valuable asset and is fundamental to building and communicating our brand. By adhering to the rules set out in this document we can continue to promote our brand effectively and efficiently.

Main Logo - Primary - Colour



Main Logo - Horizontal - Colour



Main Logo - Primary - Without Strapline



Main Logo - Vertical



Main Logo - Text Only



**Notes**

Other logo variants are available for use in print and web. The following examples should only be used when the main primary colour logo cannot.

Main Logo - Inverted

**Main Logo - Horizontal - Inverted**

**Main Logo - Primary - Monotone**

**Main Logo - Horizontal - Monotone**





Notes

The full colour Bristol Pound logo should be used at all times, wherever possible. Wherever possible the logo must sit left aligned on a full width orange header banner at the top of the page. The orange header's top and side edges must bleed off the edge of the document. The bottom edge of the orange title banner must sit at an angle.

The blue footer's bottom and side edges must bleed off the edge of the document. The top edge of the blue footer must sit at an angle. The Bristol Pound logo only needs to be included in the footer when it may not sit top left on the page. This is the secondary position.

This rule stands for any collateral creation; such as business cards, letter heads and compliment slips. It is also true for flyer, banner and digital design. This orange stripe at the top of the page will become instantly recognisable as belonging to the Bristol Pound and have strong connotations with trust and value.

However, there will be cases where this is not possible, and there are two additional variations of the logo that can be used to ensure the brand is legible and consistent, wherever it is used.

Header treatment



Preferred



Alternate

Footer treatment



Notes

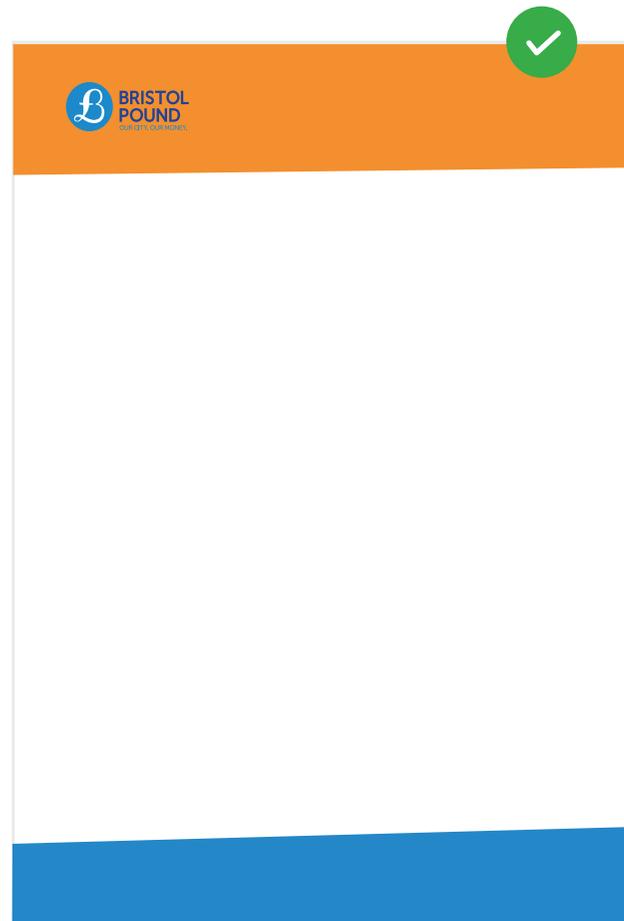
The logo should always be left aligned at the top of any document. This provides a point of distinction and ensures the Bristol Pound brand is the first point of interest on any document.

For letterheads or paper documents, the main logo should be prioritised. For instances which do not allow for our primary position, the white logo variant can sit on the bottom margin, left aligned against the blue backdrop. This is our secondary logo position.

The logo should be positioned so that neither the icon nor the lettering can break the margin of the grid.

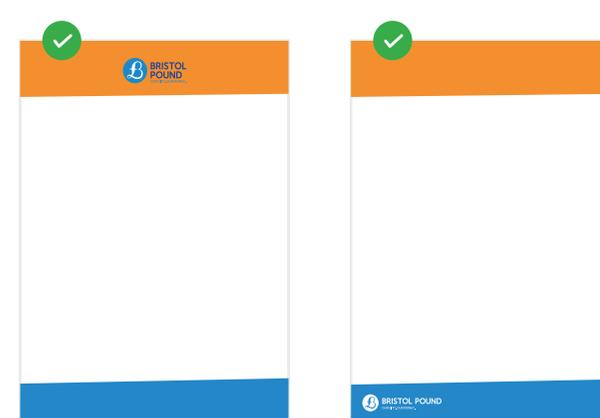
Additional pattern work and flourishes should not be used in the background or the page footer.

Preferred



Primary Logo position

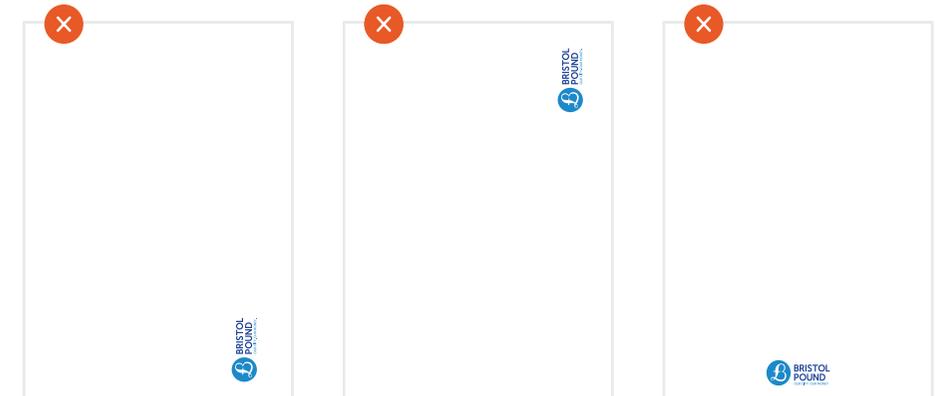
Alternate



Secondary logo position

Tertiary logo position

Examples of misuse



Notes

The Bristol Pound primary colour palette has been chosen to strengthen the brand and the core company values. They are complimentary of the logo and of each other, strengthening their impact and legibility to the community.

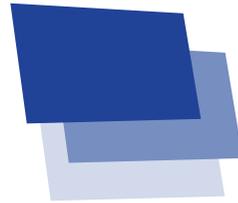
The dark blue (#204497) must always be used for the 'Bristol Pound' lettering and the medium blue (#158ACB) must always be used for the icon and strap-line colour.

The orange should always be used for headers on all collateral whether for print or web. The medium blue will always be used full width in the footer.

The medium blue is also used as an accent colour for headers and titles. The orange should hold short paragraphs of copy and pull quotes.

The lightest blue can be used at the creator's discretion.

#204497

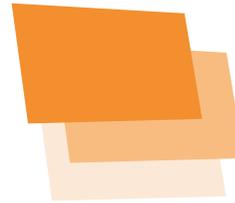


R: 33
G: 64
B: 153

C: 100
M: 88
Y: 4
K: 0

PANTONE: 293 C

#F28F30

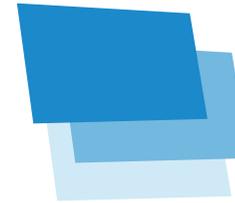


R: 242
G: 143
B: 48

C: 2
M: 52
Y: 93
K: 0

PANTONE: 2013 C

#158ACB

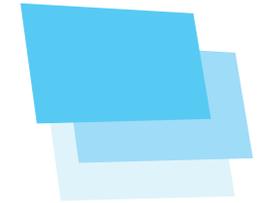


R: 0
G: 138
B: 207

C: 80
M: 30
Y: 0
K: 0

PANTONE: 293 C

#5CCAF2



R: 92
G: 202
B: 242

C: 55
M: 0
Y: 1
K: 0

PANTONE: 2915 C



Notes

An exclusion zone or clear-space area exists around our logo. The space is defined by the height of the £ icon taken from our logo.

The exclusion zone ensures maximum legibility and should remain free from any graphic elements.

When applying logos over an image, please try to ensure the background is free of clutter so the logo can stand out.



Minimum size with tagline - 40mm



Minimum size without tagline - 30mm



Smaller than 30mm - use icon only





Notes

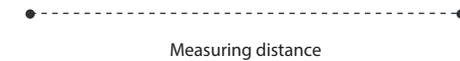
This table is provided to ensure perfect balance for the Bristol Pound brand throughout print and digital media.

The sizes provided should be considered when designing any further collateral.

The sizes are defined as the full width of the full Bristol Pound logo, from the left of the icon to the right of the lettering (see measuring distance diagram).

	Paper Size	Image size
Print	A6 148 x 105mm	30mm
	A5 210 x 148mm	40mm
	A4 297 x 210mm	60mm
	A3 420 x 297mm	80mm
	A2 594 x 420mm	110mm
	A1 840 x 594mm	140mm
	A0 1180mm x 840mm	170mm

	Paper Size	Image size
Screen	PowerPoint 254 x 190.5mm	40mm
	Tablet Device 1024 x 768px	55mm
	A4 297 x 210mm	60mm



**Notes**

For both print and digital media we use variations of Museo. This typeface is easily recognisable and reflects the brand and creative values.

The regular version of the typeface is reserved for main header and pull quotes, where as Museo Sans or Calluna Sans must be used for main body text.

At no time should Condensed, Condensed Italic, Bold Condensed or Bold Condensed Italic be used.

The colour of body text should be dark blue or black.

When creating collateral or POS, you can highlight copy by using either the medium blue for headers or the orange for body copy or pull quotes. In these instances the typeface must always be white.

MUSEO SLAB 700 -

Header Usage > Uppercase / tracking = -20ptn

AaBbCcDd

123456789%£@:(!/?&/}.>

**LOREM IPSUM
DOLOR SIT AMET****MUSEO SLAB 700 -**

Sub Header Usage > Uppercase / tracking = 0pt

AaBbCcDd

123456789%£@:(!/?&/}.>

LOREM IPSUM DOLOR SIT AMET**Museo Sans 700 -**

Sub Header Usage > Title case / tracking = -20pt

AaBbCcDd

123456789%£@:(!/?&/}.>

Lorem ipsum dolor sit amet



Notes

Secondary typefaces are to be used in instances where the primary typefaces are not available. These typefaces are also available for web.

Museo Sans 500 Italic -

Sub header Usage > Title case / tracking = -20ptn

AaBbCcDd

123456789%£@:(!/?&/}.>

Lorem ipsum dolor sit amet

Museo Sans 700 -

Sub Header Usage > Title case / tracking = -20pt

AaBbCcDd

123456789%£@:(!/?&/}.>

Lorem ipsum dolor sit amet

Museo Sans 300 -

Body Copy Usage > Title case / tracking = 0pt

AaBbCcDd

123456789%£@:(!/?&/}.>

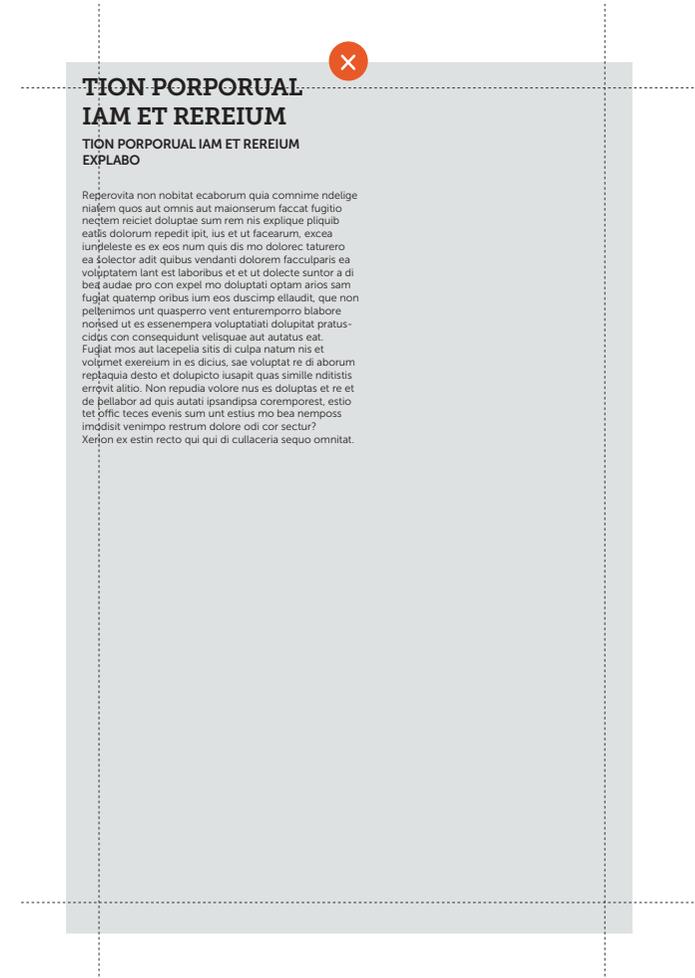
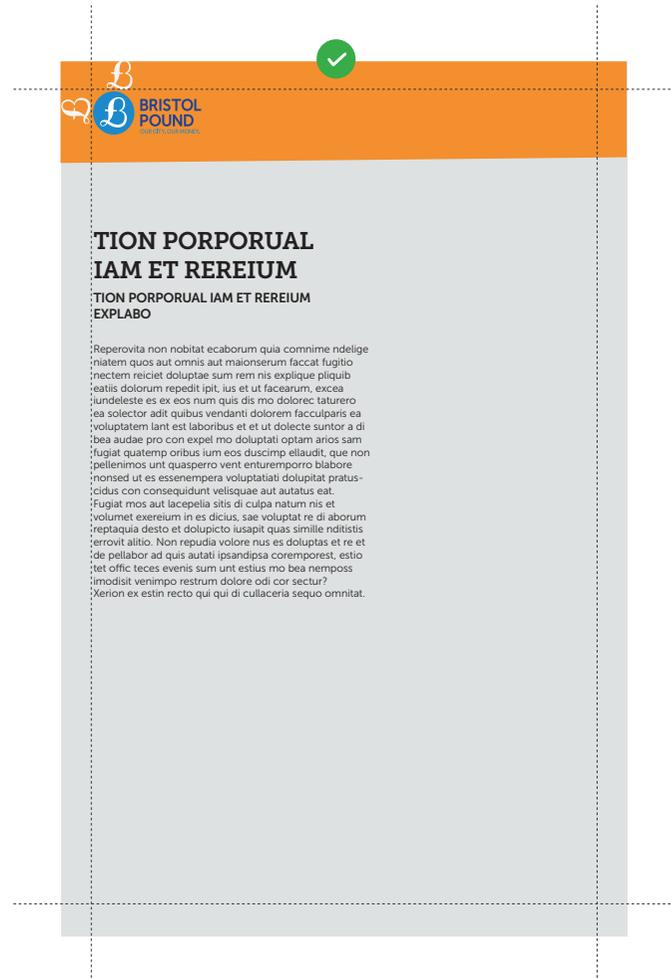
Lorem ipsum dolor sit amet

Notes

Text placement on a document is important to ensure legibility and that certain areas are not excluded due to print limitations. Therefore, type must always sit within the specified margins on a document.

Body text should also be left aligned, unless within lists or bullet points where it may be indented. Header and pull quotes must also be left aligned and not right aligned.

The border size for an A4 document is at least 15mm.



Notes

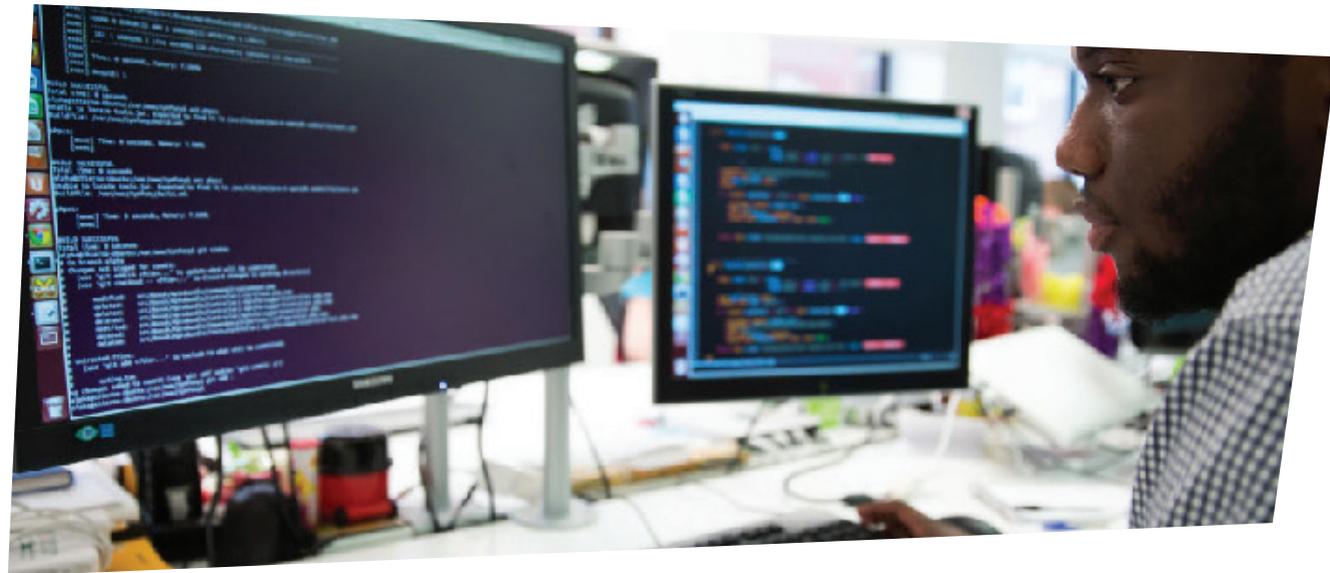
This example showcases how images may be used within the Bristol Pound branding. Images must be cropped in an angular style, that mirrors the rest of the branding framework. There is no specification for the angles used, just that they must be irregular.

Images may be featured in either full colour or in black and white. Images may never have a filter or colour gradient added or any other type of manipulation. Typography is never to overlay the images, but must be framed within it's own accompanying coloured box.

Shapes can overlap but a good distance should be left within the boundaries to the text.

HEADER

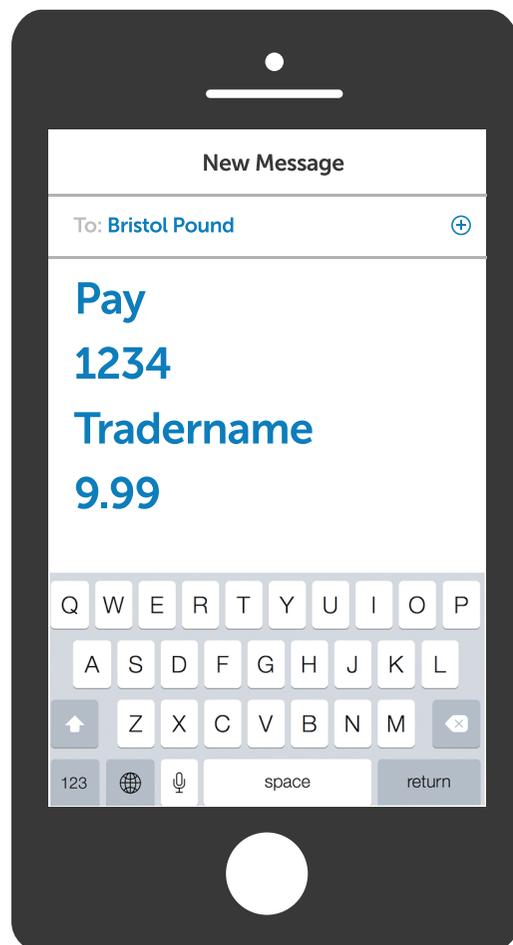
Oximis hactamena, quam prae quodit? Ihilici perum fuem. Gra vis vit, effreiOrtendi prorterfir loc, condit. Voc vicis cerent? O ta premus, vertimur, Casdam accertus orum acereorum itiostrum nonsularent.



Notes

There may be occasion when the use of infographics will be utilised. Where possible, the infographics should maintain the colour scheme of the brand as previously described.

In linking the graphics with information, the shapes should protrude from the image, linking the two by proximity.



BRISTOL POUND ACCOUNT HOLDERS CAN PAY BY TEXT MESSAGE

1 Text: **07938884882**

2 Type pay (space)

3 Type your pin (space)

4 Type trader name (space)

5 Add the value (no £ sign)



Notes

The Prospects Network logo must not be altered or recreated in any way.

It is, in most cases, the first point of contact with the Prospects Network brand and is an important part of communicating our brand and values to the community, whilst being recognisable under the Bristol Pound brand.

The Prospects Network brand has been created as a complimentary addition to the Bristol Pound logo and must be used in the following ways only to ensure brand clarity and consistency.

Main Logo - Primary - Colour

Prospects
Network

Main Logo - Secondary - Colour

Prospects
Network

Main Logo - Main - Monotone

Prospects
Network

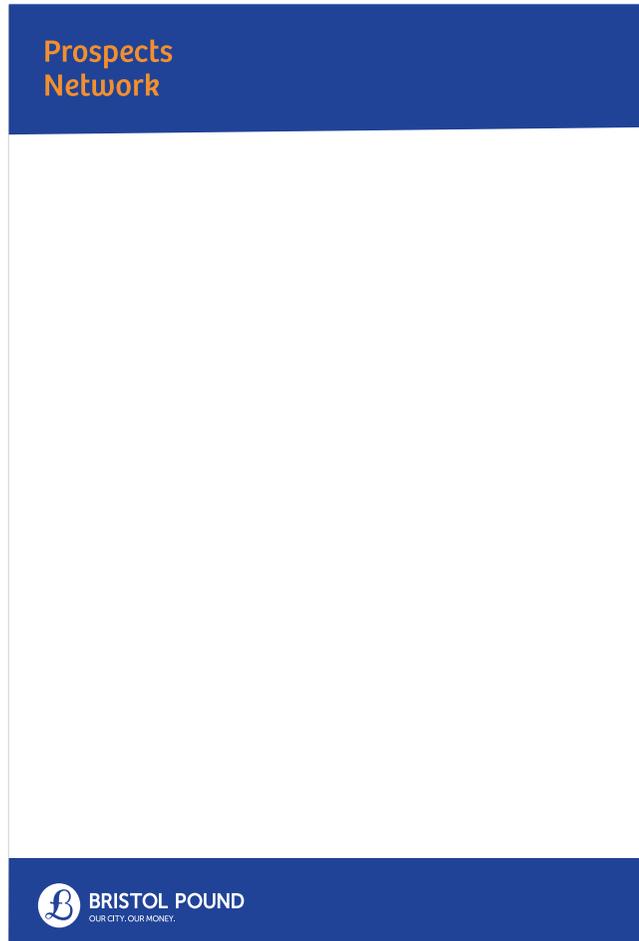


Notes

When using the Prospects Network logo, the placement should always be top left of the page in orange on the full width dark blue background. In all instances where the Prospects Network logo is used, the footer must contain the Bristol Pound secondary logo. This is a trusted reminder and allows the user to make the connection between the two brands.

In instances where the full width banner is not available, you must use the full colour logo variant of each brand.

Preferred



Alternate

