

GUIDELINES TO THE
SOCIAL ENTERPRISE MARK
CORPORATE IDENTITY



THE SOCIAL ENTERPRISE MARK™
TRADING FOR PEOPLE AND PLANET

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THE SOCIAL ENTERPRISE MARK BRAND

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INTRODUCTION



The Social Enterprise Mark is the only internationally available social enterprise accreditation, enabling credible social enterprises to prove the social benefit that they are creating.

The logo to your left is the master Social Enterprise Mark logo and is to be used when the logo is required to sit in isolation from any other graphic element.

N.B. Always print from the master logo artwork supplied. Where possible the logo should always be positioned in the bottom right corner. For further information contact

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EXCLUSION ZONE



This is the clear area around the logo in which no other elements are allowed to infringe on the space. It helps to ensure clarity and improve the impact of the logo. This clear space is proportional and is defined as the double height of the letter 'S' that forms part of the logo.

COLOUR PALETTE

Pantone References



Pantone Yellow
012 C



Pantone 130 C



Pantone 425 C

CMYK References



C: 2
M: 13
Y: 100
K: 0



C: 1
M: 39
Y: 100
K: 0



C: 60
M: 50
Y: 47
K: 40

The Social Enterprise Mark brand personality is personable and modern yet based on expert and reliable foundations. The colour palette needs to bring this to life. The Social Enterprise Mark corporate colours are yellow and orange.

Yellow - Yellow is the colour of sunshine. It's associated with joy, happiness, intellect, and energy. Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy.

Orange - Represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

APPEARANCE



fig. 1



fig. 2



fig. 3



fig. 4

There are four secondary versions of the logo but to reinforce the identity the use of the full colour version is encouraged (see fig. 1), which is referred to as the master logo.

One colour usage

When printing in one colour the solid black version (fig. 2) or the greyscale version (fig. 3) should be used.

Greyscale

The greyscale version is another option when printing in one colour.

Reverse out (white)

The reversed out logo works better on dark backgrounds and flat areas of colour (see fig. 4)

LOGO RESTRICTIONS

For consistency purposes the examples shown here are how NOT to apply Social Enterprise Mark logo.



1. Do not distort or stretch the logo.
2. Do not change the font or size of the text.
3. Do not change the colour of the logo.
4. Do not place the logo on colours that restrict legibility.
5. Do not set type or place graphics within the exclusion zone.
6. Do not join type to the logo.

SIZE

There is not a recommended logo size, this will be determined by the size of the communication. It can go as big as is required, but the Social Enterprise Mark master logo should never be reproduced any smaller than 60mm in width. Sticking to these minimum sizes will ensure clear and legible branding. fig. 1



fig. 1