

GUIDELINES TO THE  
**ASPIRING SOCIAL ENTERPRISE**  
CORPORATE IDENTITY



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## THE ASPIRING SOCIAL ENTERPRISE BRAND IDENTITY

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## INTRODUCTION

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The logo to your left is the master Aspiring Social Enterprise 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 **Troy Woodhouse, Creative Director at Gammaray Creative:** [troy@wearegammaray.co.uk](mailto:troy@wearegammaray.co.uk)

## EXCLUSION ZONE

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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

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### Pantone References

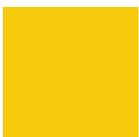


Pantone 116 C



Pantone 152 C

### CMYK References



C: 3  
M: 19  
Y: 100  
K: 0



C: 1  
M: 67  
Y: 100  
K: 40

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

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

**Yellow** - Represents freshness, happiness, positivity, clarity, energy, optimism, enlightenment, remembrance, intellect, honour, loyalty, and joy.

## APPEARANCE



fig. 1



fig. 2



fig. 3

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)

### Reverse out (white)

The reversed out logo works better on dark backgrounds and flat areas of colour (see fig. 3)

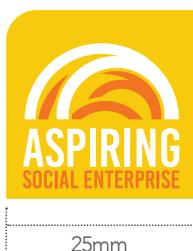
## LOGO RESTRICTIONS



For consistency purposes the examples shown here are how **NOT** to apply the Aspiring Social Enterprise 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 Aspiring Social Enterprise master logo should never be reproduced any smaller than 25mm in width. Sticking to these minimum sizes will ensure clear and legible branding. fig. 1