

Havering Strategic Partnership

Visual Identity and Branding Guidelines

Colour Two main colours are used in the logo, with white and black. There is one secondary colour used mainly for branding and the website address.

Pantone: 302 CMYK: 100-25-0-50 RGB: 0-51-102 Web: #003366

Pantone: 304 CMYK: 30-0-8-0 RGB: 204-255-255 Web: #ccffff

Pantone: 484 CMYK: 0-95-100-29 RGB: 159-45-32 Web: #9f2d20

Typeface The FS Albert family is used for the logo and for supporting typography.

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Logo The Havering Strategic Partnership logo should not be altered in any way. Apart from the following variations it should not appear in any other colourway: black or pantone 302 on a white or pantone 304 background; or white or pantone 304 on a black or pantone 302j background



Branding and website Branding refers to the 'values' statement 'Working together for a better Havering' The website address is www.hspnetwork.org.uk

It is fairly flexible when and where the branding and website should appear.

The branding helps to promote better awareness of the joint aims of the Partnership; the website is a first point of call for information, news and documentation.

Shaping the future of our community

www.hspnetwork.org.uk