



# Our brand guidelines

Version 2.0

January 2020

## **Introduction**

These standards provide direction for developing and designing communications that are aligned with Enterprise Nation. The consistent application of this identity, including the Enterprise Nation logos, typeface, colours, and graphic elements is essential to communicating our story.

## **Our values**

- Empathetic
- Authentic
- Optimistic
- Approachable

## Our logo

Our logo is one of the most important parts of our visual identity; it's how we will be recognised. It lets people know who we are and informs our graphic elements through the identity.

## Our logo badge

This is made up of six triangular sections, each a different colour. Each triangle points to a central meeting point.

The rationale behind the mark being that each triangle represents a business/member and that they are all part of Enterprise Nation, but are all uniquely different.



## Our logo

Our logo is made up of a word mark 'Enterprise Nation' and our logo badge.

This is our primary logo and should be the first choice where possible.

Download our logo [here](#).



**Enterprise  
Nation**

## Our logo

### Colour alternatives

Our logo comes in a couple of colorways to ensure the logo remains clearly legible on both dark and light backgrounds.

Where possible the full colour logo, this is only used on a white background.

We have mono versions of the logo that can be used on colour backgrounds or when the colour logo isn't suitable, such as when printing in black and white only.



**Enterprise  
Nation**



**Enterprise  
Nation**



**Enterprise  
Nation**

## Our logo

### What not to do

The logo marks should not be altered, misused or adapted in anyway. Here are some examples:

1. Don't place it on backgrounds of the same colour so elements disappear, ensure there is enough contrast.
2. Don't change the colour of elements within the logo.
3. Don't substitute the wordmark with another font.
4. Don't rotate or change the orientation of the logo
5. Don't change the relationship of the wordmark and badge.
6. Don't squash or stretch the logo.

1



2



3



4



5



6



## Using our logo

### Let it breathe

To protect the logo from colliding with other objects and ensure it is always clearly legible and given the importance it deserves, an exclusion zone has been placed around it to ensure clear space around the logo.

The exclusion zone around the logo is equivalent to the letters 'E' and 'N' taken from the logo and placed side by side as shown on the right.



MINIMUM SIZE  
25PX WIDE  
25MM WIDE



## Using the logo With partner logos

If the Enterprise Nation logo is to be used in conjunction with a partner logo, shown in this example is Amazon, then it should be treated as described here.

This only works if it is a partnership, more than two logos would require another solution.

### Spacing and placement

The partners logo should be placed to the right of Enterprise Nations and the 'N' from EN logo used to create the spacing between each of the logo and the dividing line.



### Result

The result should be a well balanced lock up that favours neither partner and respects the two logo marks.



## Other logos

### By Enterprise Nation logo

The lock up on the right should be used only when using the logo as a supporting element of another graphic or logo e.g. when it's an event logo and there is a need for it to be associated with EN.

This should be used underneath the third party logo as a supporting element, but should not be used as a substitute for the main logo.



## Other logos

### Proud Partner logo

When a partner wants to display that they support Enterprise Nation but on their own marketing material etc then this logo lockup should be used.



Proud Partner of  
**Enterprise  
Nation**



Proud Partner of  
**Enterprise  
Nation**

## Our colours

### Primary palette

Our colour palette brings a sense of warmth and optimism to the identity.



#### Orange

R227 G114 B34  
C0 M65 Y95 K0  
Pantone 158  
#E37222



#### Red

R249 G70 B28  
C0 M86 Y80 K0  
Pantone Warm red  
#F9461C



#### Green

R190 G214 B0  
C34 M0 Y100 K0  
Pantone 382  
#BED600



#### Blue

R33 G87 B138  
C96 M59 Y4 K19  
Pantone 653  
#215788



#### Turquoise

R0 G178 B169  
C84 M0 Y38 K0  
Pantone 326  
#00B7B2



#### Yellow

R254 G209 B0  
C0 M10 Y100 K0  
Pantone 109  
#FED100



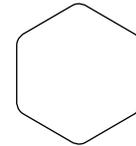
#### Charcoal

R60 G60 B59  
C0 M0 Y0 K90  
Pantone Process  
Black EC (90%)  
#3C3C3B



#### Sand

R244 G241 B233  
C5 M5 Y10 K0  
#f4f1e9



#### White

R255 G255 B255  
C0 M0 Y0 K0  
#FFFFFF

## Our colours

### Colour usage

Our colours are an important part of our visual identity and in order to maintain the visual look we would suggest that they are used in the amounts shown here.

The light and dark neutral tones being the largest areas with pops of colour.



## Our typeface

Our primary typeface is Interface, it forms the basis of all our collateral.

InterFace takes inspiration from sans serif fonts of the 19th Century, to which it subtly blends in humanist details. This gives the design a softer look than a pure Grotesque would achieve and adds to its individuality.

The main weights we use are light, regular and bold. We use the heavy weighted Interface Corp Black but only occasionally, for example this is used heavily in the StartUp event material.

Interface is available to purchase from [here](#).

# Interface

Interface Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Interface Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Interface Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Interface Corp Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Using typography

Here is an example of how Interface could be used through the communication.

### Header example

Interface bold

### Intro copy

Interface light

### Body copy

Interface light/regular

### CTA or hyperlink

# This is an example of a header

Our primary typeface is Interface, it forms the basis of all our collateral and should be used as the dominant font in all communication.

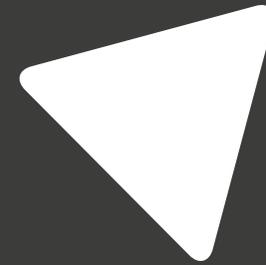
### This is an example of a sub header

Our primary typeface is Interface, it forms the basis of all our collateral and should be used as the dominant font in all communication.

InterFace takes inspiration from sans serif fonts of the 19th Century, to which it subtly blends in humanist details. This gives the design a softer look than a pure Grotesque would achieve and adds to its individuality.

[www.exampleofhyperlink.co.uk](http://www.exampleofhyperlink.co.uk)

# Our supporting graphical elements



## Using the hexagon shape

The hexagon shape reflects our logo and can be incorporated to support other elements within our identity system.

It can be used to crop portrait imagery, frame illustration or hold icons.



**Framing portrait photography**  
such as EN Teams members or EN members



**In illustration**  
It can be used to ground illustration or as part of the illustration itself



**Iconography**  
To hold icons

## Photography

Our brand is all about people and the connections and journeys they experience.

With this in mind photography must always contain a human element, feel genuine, true to life and bright. It must feel relate-able and not metaphorical.

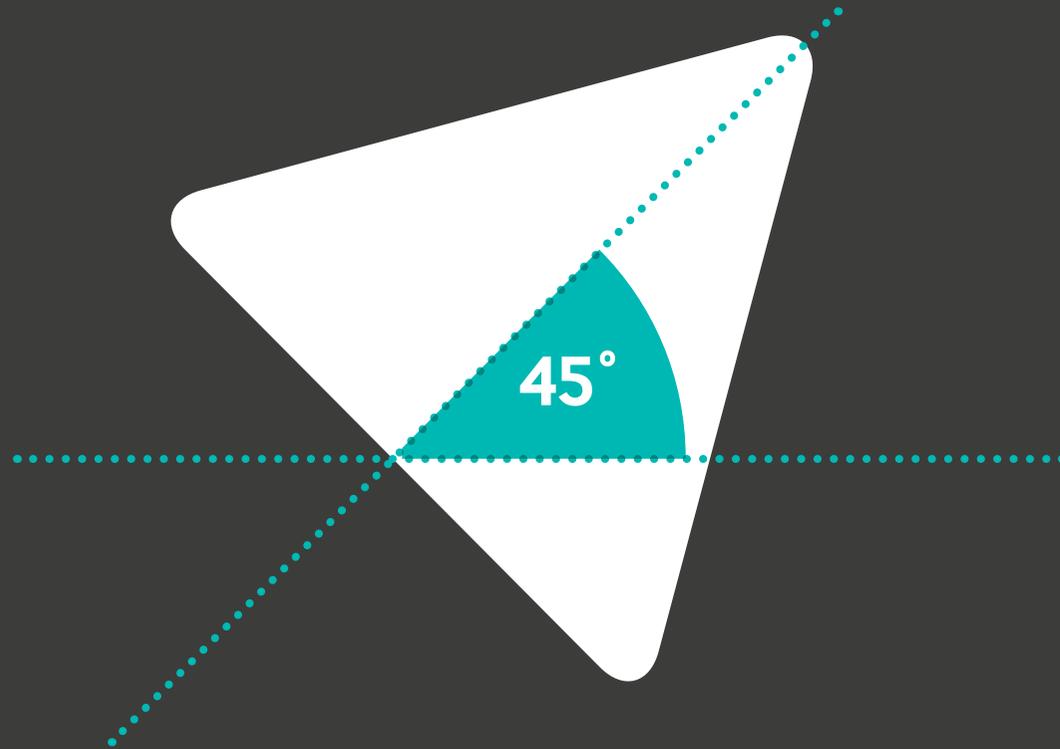


## The lift stream

Using the Enterprise Nation triangles, the lift stream is an abstract visualisation of the entrepreneurs 'journey' and Enterprise's Nations mission to help business owners make positive progress in their businesses and move forward.

## The lift stream

The lift stream replicates the triangles that are used in creating our badge logo but uses them at a 45° upward angle.



## Using the lift stream

Triangles in the Lift stream should always be at a 45 degree upward angle.

The lift stream should always feel like it's moving in the same up and forward direction, always from bottom left to top right.

The supporting graphic is there to create interest, a feeling of forward movement and a sense of optimism. Whilst instilling a feeling of camaraderie, community and variety.



## How NOT to use the graphic elements

Here are a few examples of how NOT to use the triangles/lift stream when using them as a supporting graphic device.

This list is not exhaustive.



**Do not** use triangles at another angle other than 45 degrees upward trajectory.



**If using photography within the triangle – Do not** crop too tightly, choose an image that suits being cropped in this way.



**Do not** use the triangles moving backwards or in another direction, only show them moving from bottom left to top right.



**Do not** use the triangles at different angles, they should all be at the same consistent 45 degree angle.

# Using the lift stream

Here are a few examples how the triangles can use used as supporting graphical elements within our collatoral.



## Using the lift stream

Here is an example using the Lift stream used with typography.



# Brand snapshot

Here is an overview of our brands visual identity in application.



**50%**  
of small firms don't have a website

**£18.8 Billion**  
could be unlocked by 1.6 firms increasing revenue growth

**Mobile data offset**  
The demand for data connectivity and bandwidth won't stop. Third and fourth operators will need to continue to invest substantial investments in order to meet this demand. Mobile operators have no choice but to offload more data to Wi-Fi, given the fact that nearly 50% of mobile data will be 3G or 4G video.

**Key takeaways:**  
Highly accurate data for phone, tablets and mobile devices is a key differentiator. Human operators for the majority of mobile devices. Working a camera view on the device will be changing as the user changes orientation. The fact that the camera view is not always on will be a key differentiator to Wi-Fi.

**Key takeaways:**  
To provide the best experience to mobile users, operators need to offload more data to Wi-Fi, given the fact that nearly 50% of mobile data will be 3G or 4G video.

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**Enterprise Nation**

**Events**

- Die Meeus Business Training Academy** - November 11 October
- Next Generation Free course for young, aspiring entrepreneurs** - Starting Monday 11 October
- Amazon Academy** - Starting Tuesday 12 October
- Next Generation Free course for young, aspiring entrepreneurs** - Starting Tuesday 12 October
- Die Meeus Business Training Academy** - Starting Wednesday 13 October
- Next Generation Free course for young, aspiring entrepreneurs** - Starting Wednesday 13 October
- Die Meeus Business Training Academy** - Starting Thursday 14 October
- Next Generation Free course for young, aspiring entrepreneurs** - Starting Thursday 14 October
- Die Meeus Business Training Academy** - Starting Friday 15 October
- Next Generation Free course for young, aspiring entrepreneurs** - Starting Friday 15 October
- Die Meeus Business Training Academy** - Starting Saturday 16 October
- Next Generation Free course for young, aspiring entrepreneurs** - Starting Saturday 16 October
- Die Meeus Business Training Academy** - Starting Sunday 17 October
- Next Generation Free course for young, aspiring entrepreneurs** - Starting Sunday 17 October

**Enterprise Nation**

**Events to help your business flourish in 2019**

September – December edition

[enterprise.com/events](http://www.enterprise.com/events)

Biz\_space  
 Biz\_nation  
 Enterprise\_nation

**Enterprise Nation**

Enterprise Nation was founded in 2005 by Emma Jones MBE.

Its mission is to create an inspirational environment for business owners and would-be entrepreneurs, a supportive community, informational books and events, and a campaigning voice to help small businesses in the UK flourish.

**Our regular events**

- StartUp Saturday, monthly**  
Join Enterprise Nation members and business owners for a free start-up and networking event.
- HR workshops, monthly**  
Learn from HR experts and HR specialists on the latest HR news and trends.
- Member meet-ups, fortnightly**  
Join Enterprise Nation members for a free meet-up and networking event.
- Join Enterprise Nation and get 25% off all events plus other member benefits**  
[www.enterprise.com/join](http://www.enterprise.com/join)

**Book your place at**  
[www.enterprise.com/events](http://www.enterprise.com/events)

**April**

- Monday 1st** - **Marketing Meet** - 10am - 12pm
- Tuesday 2nd** - **Marketing Meet** - 10am - 12pm
- Wednesday 3rd** - **Marketing Meet** - 10am - 12pm
- Thursday 4th** - **Marketing Meet** - 10am - 12pm
- Friday 5th** - **Marketing Meet** - 10am - 12pm
- Saturday 6th** - **Marketing Meet** - 10am - 12pm
- Sunday 7th** - **Marketing Meet** - 10am - 12pm
- Monday 8th** - **Marketing Meet** - 10am - 12pm
- Tuesday 9th** - **Marketing Meet** - 10am - 12pm
- Wednesday 10th** - **Marketing Meet** - 10am - 12pm
- Thursday 11th** - **Marketing Meet** - 10am - 12pm
- Friday 12th** - **Marketing Meet** - 10am - 12pm
- Saturday 13th** - **Marketing Meet** - 10am - 12pm
- Sunday 14th** - **Marketing Meet** - 10am - 12pm
- Monday 15th** - **Marketing Meet** - 10am - 12pm
- Tuesday 16th** - **Marketing Meet** - 10am - 12pm
- Wednesday 17th** - **Marketing Meet** - 10am - 12pm
- Thursday 18th** - **Marketing Meet** - 10am - 12pm
- Friday 19th** - **Marketing Meet** - 10am - 12pm
- Saturday 20th** - **Marketing Meet** - 10am - 12pm
- Sunday 21st** - **Marketing Meet** - 10am - 12pm
- Monday 22nd** - **Marketing Meet** - 10am - 12pm
- Tuesday 23rd** - **Marketing Meet** - 10am - 12pm
- Wednesday 24th** - **Marketing Meet** - 10am - 12pm
- Thursday 25th** - **Marketing Meet** - 10am - 12pm
- Friday 26th** - **Marketing Meet** - 10am - 12pm
- Saturday 27th** - **Marketing Meet** - 10am - 12pm
- Sunday 28th** - **Marketing Meet** - 10am - 12pm
- Monday 29th** - **Marketing Meet** - 10am - 12pm
- Tuesday 30th** - **Marketing Meet** - 10am - 12pm

**Enterprise Nation** **BizSpace**

**Working with BizSpace centre managers**

**David Crowley**  
Centre manager for Bristol centre

Enterprise Nation & BizSpace have partnered to provide further business support to our members in our centres. Our members can access 12 months of free business support on behalf of BizSpace.

**Tell us about the Bristol BizSpace.**  
Bristol is a great centre with some amazing offices and people. What makes it special are the clients. Many of them have started out on their journey of running their own business. It is a great to be part of that and to see them start and grow. We have a strong sense of community in the centre where everyone is happy to help each other as well as their own.

**What is the role of the centre manager?**  
What makes being a centre manager a great job is the varied nature of the role. The main part of the job is looking after our clients, generating leads to bring in new business and building business managers. Other aspects of the job involve managing and running networking events, building our relationships with business project management and even lead myself my business advice to the clients.

**Tell us about yourself.**  
I moved to Bristol in 1999 and after leaving school mainly worked in sales and customer care. For 36 and really enjoy working in Bristol. I don't see any business in sales as a good foundation for what I want. Bristol City I got engaged in October and truly enjoy spending the time with my family and friends. I have worked in the service industry for 16 years and have been with BizSpace for almost two years.

**Join Enterprise Nation today!**  
[www.enterprise.com/partners/bizspace](http://www.enterprise.com/partners/bizspace)

**Enterprise Nation**

**Our Team**  
Please meet the Enterprise Nation team!

**Emma Jones**  
Following a career with an international accounting firm, Emma started her first business in 2000 and subsequently sold the company 2 years later. She launched Enterprise Nation in 2006, and is a founder of StartUp Britain in 2011, and received an MBE for services to enterprise in 2013. Emma is the author of a number of books including 'StartUp Britain: Working for it' and 'Go Global!'

**Lorna Bladen**  
Lorna is a former Enterprise Nation high potential language StartUp Britain, where she helped out on events for over 50,000 businesses, before an change of role at Enterprise Nation events.

**Liz She**  
Liz is a former Enterprise Nation high potential language StartUp Britain, where she helped out on events for over 50,000 businesses, before an change of role at Enterprise Nation events.

**Harriet Easton**  
Following a year year career with a marketing agency, Harriet joined Enterprise Nation in 2006, and is a founder of StartUp Britain in 2011, and received an MBE for services to enterprise in 2013. Harriet is the author of a number of books including 'StartUp Britain: Working for it' and 'Go Global!'

**Myra Hunt**  
Myra is Managing Director of publisher Hermes House and head of Publishing at Enterprise Nation.

**Rob Culvert**  
Rob is co-founder of anderson-based digital agency D&B, who partner with Enterprise Nation to deliver all of our digital projects.

**Enterprise Nation**

**The Digital Fund Spend pattern**

Call for	Digital Fund	Fund	Total for	Cumulative
the month	allocation	management fee	the month	total
March 2015	£3	£1,000	£1,000	£1,000
April 2015	£3	£1,000	£1,000	£2,000
May 2015	£3,000	£1,000	£4,000	£6,000
June 2015	£3,000	£1,000	£4,000	£14,000
July 2015	£3,000	£1,000	£4,000	£20,000
August 2015	£3,000	£1,000	£4,000	£28,000
Sept 2015	£3,000	£1,000	£4,000	£32,000
Oct 2015	£3,000	£1,000	£4,000	£38,000
Nov 2015	£3,000	£1,000	£4,000	£44,000
Dec 2015	£3,000	£1,000	£4,000	£50,000
Jan 2016	£3,000	£1,000	£4,000	£56,000
Feb 2016	£3,000	£1,000	£4,000	£60,000

At the close of each month.

For the 12 months to end, we have announced the following month.

**The Digital Fund**

**BY EMMA JONES**

**THE START UP KIT**

Everything you need to start a small business

**Enterprise Nation** **START UP LEGALS**

# Thank you

Download our logo assets [here](#)

