



Logo and branding guidelines

These logo and branding guidelines have been produced to set out appropriate use for the various logos available as part of the Elevate project.

Elevate

Elevate is the overarching brand for the project formerly referred to as City Deals. All six spokes have utilised the Elevate brand and have Elevate logos available, all of which replace the letter 'L' with a local icon, as seen below. Each spoke has its own colour scheme for their logos and this should be consistent for use across all marketing materials (pantones can be provided via Waters Creative).

These logos are for use of marketing the service and outward facing parts of the project such as the hubs and outreach. The local Elevate logos can also be used for purposes such as physical signage and decoration for the local hubs, or when presenting on the wider project to partners. Anytime we are marketing the overall Elevate service rather than just the website or business part by itself, it is the Elevate logo that should be used!

ELEVATE
// BRACKNELL FOREST

ELEVATE
// READING

ELEVATE
// SLOUGH

ELEVATE
// WEST BERKSHIRE

ELEVATE
// ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

ELEVATE
// WOKINGHAM

Elevate Me

Elevate Me is the website designed as a personal planning tool to provide information and guidance on both employment and training. This is one strand of the wider Elevate service. Each local authority has its unique Elevate Me logo and website, once again utilising a local landmark in place of the letter 'L', in the same format as the Elevate logos. This will ensure association between Elevate as an overall service and Elevate Me as a support strand of this.

These logos are for use of marketing the website. It is recommended that the Elevate Me URL appears on all young person facing marketing materials.

ELEVATE ME
// BRACKNELL FOREST

ELEVATE ME
// READING

ELEVATE ME
// SLOUGH

ELEVATE ME
// WEST BERKSHIRE

ELEVATE ME
// ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

ELEVATE ME
// WOKINGHAM

Which logo shall I use?

Understandably there has been some confusion as to which logo should be utilised for specific situations and marketing materials. Two separate logos for Elevate and Elevate Me may cause confusion, particularly when attempting to market the hubs and the website together.

When marketing both together it is advisable to utilise the overarching brand logo of Elevate. The website may still be listed with the URL (this is the key part so young people have something they type in to access their desired location). However when marketing both it is important to acknowledge that Elevate Me is a sub strand of the wider Elevate service and therefore that is what should be the predominant brand. Please see below as an example.

The postcard advertises both the website (with the URL clearly listed) and utilises the Elevate logo. Moreover it also markets the venue in which they can physically drop in to access support from various agencies. There is no need to utilise both the Elevate and Elevate Me logo.

16 - 24 yrs?

Reading Borough Council
Working with you

DISCOVER CAREER OPTIONS YOU NEVER KNEW YOU HAD.
Whatever journey you're on, begin it at

ELEVATE
// READING

Visit elevateme.org.uk

DISCOVER...

Elevate Reading is a new initiative aimed at 16-24 year olds in the Reading area. We are working to provide you with the information, advice and support you need to get on with your life. We offer a range of services to help you back into employment.

What are the benefits?

- A one-stop job that gives you access to a number of agencies who can support you
- Elevate gives you an interactive website to offer further CV, interview and mentoring support
- Local employers can give you real time job vacancies, work experience opportunities and apprenticeship roles.

WHO? Anyone aged 16-24 years

WHERE? Based at Connexions Centre, Friar Street, Reading

TIME? 9:30am - 5:00pm

Or log on anytime to elevateme.org.uk

SAMPLE



ARE YOU INTERESTED IN A CAREER
WITH THE CONSTRUCTION SECTOR?
THEN COME TO OUR ROUTES INTO
CONSTRUCTION EVENT ON

Thursday 19th June 2014

10:00 - 12noon

The Shed Café, Merchants Place
(off Friar Street), Reading

Are you looking to find out a little more
about the different routes into construction?

This is your opportunity to talk **one on one**,
to people who are working in construction
from ground work to marketing or even
apprenticeships in the building trades.
You will also be able to **gain support with
CV writing** and find out where you can gain
further qualifications to enter the
construction industry.

To find out more about the event log onto
www.elevateme.org.uk
and register your interest via the events
page for Routes into Construction.

Places are limited so register early.



Our Routes into Construction event is being held in association with Muse Developments
and GallifordTry Construction who are building Chatham Square, Reading.

The poster above provides another example of marketing an event under the Elevate brand. This is not specifically about a website, but about a future career event provided via the Elevate service, hence the use of the Elevate logo, though with the website still on display. Note the consistent use of the colour scheme.

ELEVATE ME
// BERKSHIRE

Elevate Me Berkshire is the place for 16-24 year olds in Berkshire to get advice and support on employment, training, work experience, and mentoring.

Visit berkshire.elevateme.org.uk to start your journey

- Work experience and volunteering
- Career choices, CVs and interviews
- Apprenticeships and training
- Mentoring and motivation
- Benefits and finance
- Starting a business

The roller banner features the Elevate Me logo at the top, followed by a descriptive sentence. Below this, a tablet and a smartphone display the website's mobile interface. A QR code is positioned to the right of the URL. At the bottom, a vertical list of six services is presented, each with a corresponding icon and a colored background bar.

The roller banner above is an example of use for marketing the website alone. In this case it was appropriate to the market the website by itself (hence the use of the Elevate Me logo) for an interactive digital event, whereby a Pan Berks approach was taken to drive people to local sites, rather than market separate hubs etc...

Pan Berks

Pan Berks logos have been produced for both Elevate and Elevate Me. The Elevate Me Berkshire website aims to act as a gateway for visitors, signposting people through to the local websites for each spoke, via an interactive map.

The pan Berks approach may be more sensible for use in events and venues that will have footfall from across Berkshire. Local spokes will have discretion to make judgements on which approach may be deemed more suitable (subject to conversation with the City Deals Manager and Marketing and Branding Co-ordinator). Pan Berks events and marketing will be co-ordinated centrally. The same approach will apply in terms of use for the logos.

