

Momentum

Investing in People, Changing Perspectives

Momentum Skills

Investing in People, Changing Perspectives

Momentum Care

Investing in People, Changing Perspectives

Haven

Investing in People, Changing Perspectives

HavenRecycle

Investing in People, Changing Perspectives

To promote equality and to fight disadvantage by providing world-class training, education, employment, health and social care services and by using our influence to create a more inclusive society.

Momentum

Visual Identity and Brand Guidelines

Momentum | Momentum Skills | Momentum Care | Haven | Haven Recycle

Welcome to the Momentum brand guidelines incorporating the corporate identities of Momentum Skills, Momentum Care, Haven and Haven Recycle. These are designed to give clear, easy-to-follow instructions for use of the identities on all corporate communication materials.

It is essential that the identities are used in a consistent fashion. Therefore, the requirements set out in these guidelines must be adhered to at all times.

Contents

The corporate identity - correct use	3
The corporate identity - incorrect use	4
Corporate colour palettes	5
The corporate 'Smile'	7
Corporate fonts	8



The corporate identity - correct use

The size, proportion and arrangement of the corporate identities have been carefully considered and it is vitally important that these relationships are constantly maintained.

Exclusion Zone fig.1

In order to ensure that the corporate identities are given adequate room for maximum impact, they must always be surrounded by a defined area of clear space or 'exclusion zone' which must never be breached by any other graphic element.

The logo must never be positioned closer to the top, foot or edge of a page or surface than the 'exclusion zone' allows. Nothing may infringe around the logo shown by dimensions 'e' where 'e' is equal to the height of the lower case 'e' in the logotype. The construction of the logo and its proportions cannot be altered in any way.

Optimum Sizes fig.2

The optimum width of the corporate identities, when used as the primary brand, for standard page sizes are as follows:

Momentum:	A5 35mm	A4 67mm	A3 95mm
Momentum Skills:	A5 50mm	A4 70mm	A3 100mm
Momentum Care:	A5 48mm	A4 67mm	A3 95mm
Haven:	A5 30mm	A4 42mm	A3 60mm
Haven Recycle:	A5 38mm	A4 70mm	A3 98mm

Minimum Sizes

The corporate identities must always be legible and should never appear below the minimum size. If a circumstance arises where a logo is required to be smaller, the strapline should NOT be used, but approval must be sought first.

Momentum - without strapline:	20mm
Momentum Skills - without strapline:	30mm
Momentum Care - without strapline:	30mm
Haven - without strapline:	10mm
Haven Recycle - without strapline:	23mm

fig.1



fig.2



The corporate identity - incorrect use

It is important that the corporate identities are used correctly and consistently in all applications.

If not then the impact and recognition of the brand will be compromised. It is essential that the logo is only ever reproduced using the master artwork supplied and that guidelines for its use are adhered to at all times.

The following are examples of what not to do and apply to all of the corporate identities.



X Don't place the full colour identities on dark or photographic backgrounds



X Don't type, recreate or redraw the identities; always use the original artwork



X Don't stretch or squash the identities



X Don't alter the proportions or the relationship between the mark and its strapline



X Don't alter the colours or the strength of tint

Corporate colour palettes

A palette of colours has been carefully created for the corporate identities. The Momentum palette consists of one main corporate colour, PMS Navy 302, which is common to all company colour palettes, in addition to a range of complementary colours and the main colours of the three companies to give a more diverse colour structure.

Momentum Colour Palette

Corporate colour palette

Pantone 302
c 100 m 30 y 0 k 62
r 2 g 60 b 89

Complementary colour palette

Pantone 200
c 0 m 100 y 60 k 12
r 219 g 0 b 41

Pantone 368
c 51 m 100 y 60 k 12
r 210 g 63 b 75

Pantone 311
c 63 m 0 y 12 k 0
r 66 g 196 b 221

Pantone 513
c 51 m 95 y 0 k 0
r 143 g 39 b 143

Pantone 453
c 2 m 0 y 27 k 19
r 218 g 217 b 172

Pantone 3415
c 100 m 0 y 83 k 35
r 1 g 121 b 76

Pantone 109
c 0 m 13 y 100 k 0
r 255 g 221 b 0

Momentum Skills Colour Palette

Corporate colour palette

Pantone 302
c 100 m 30 y 0 k 62
r 2 g 60 b 89

Complementary colour palette

Pantone 274
c 100 m 100 y 0 k 38
r 15 g 18 b 114

Pantone 311
c 58 m 0 y 11 k 0
r 95 g 193 b 197

Pantone 513
c 51 m 95 y 0 k 0
r 143 g 39 b 143

Pantone 314
c 100 m 0 y 16 k 20
r 0 g 111 b 130

Pantone 459
c 0 m 0 y 62 k 10
r 240 g 209 b 0

Momentum Care Colour Palette

Corporate colour palette

Pantone 302
c 100 m 30 y 0 k 62
r 2 g 60 b 89

Complementary colour palette

Pantone 216
c 0 m 100 y 28 k 60
r 126 g 10 b 41

Pantone 633
c 96 m 0 y 13 k 32
r 0 g 118 b 138

Pantone 200
c 0 m 100 y 60 k 12
r 219 g 0 b 41

Pantone 453
c 2 m 0 y 27 k 19
r 218 g 217 b 172

Pantone 7406
c 0 m 23 y 98 k 2
r 255 g 209 b 0

Haven and Haven Recycle Colour Palette

Corporate colour palette

Pantone 302			
c 100	m 30	y 0	k 62
r 2	g 60	b 89	

Pantone 3415			
c 100	m 0	y 83	k 35
r 1	g 121	b 76	

Complementary colour palette

Pantone 2748			
c 100	m 94	y 0	k 22
r 15	g 18	b 114	

Pantone 321			
c 100	m 0	y 40	k 20
r 0	g 117	b 118	

Pantone Cool Grey 4			
c 0	m 0	y 2	k 29
r 194	g 194	b 194	

Pantone 583			
c 23	m 0	y 95	k 16
r 163	g 189	b 11	

Corporate Colours

The corporate identities may also be represented as black on a white or light coloured background or as white reversed out of a dark solid. When positioned on a coloured image, it is important to use the white Corporate Mark if the image is dark and the two colour standard, or black alternative Corporate Mark if the image is light. The same rules of proportion and alignment apply.

The corporate 'Smile'

The 'Smile' overlap element is one of the most distinctive elements in the new corporate identities and, as such, the rules governing its use should be adhered to at all times.

The proportion and arrangement of the Smiles should never be altered. They should be cropped as shown opposite, and never shown in full, i.e. the tops of the Smiles should never be visible.

The colour of the Smiles can change when used with each corporate mark, examples of which are shown opposite.

When the Smiles are placed on a background which is the same colour as one of the 'Smiles' (see fig. 3), the Smile in question can be reversed out or multiplied (i.e. made darker).

When the Smiles are used with photography they can be used in a variety of opacities and blending modes. The Smiles should complement the image and not obscure any vital parts of the picture.



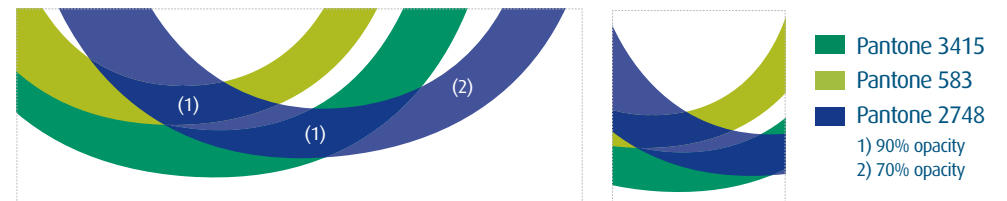
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Haven HavenRecycle
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Corporate fonts

As part of creating a corporate look, a set of fonts is recommended for internal and external publications.

Dax

For externally-designed documents the standard typeface chosen for the corporate identities is Dax. It comes in varying weights of Regular, Medium, and Bold. It is to be used as the primary typeface in all company stationery, for headings and as body copy in all content, i.e. brochures and all printed publications.

Avenir

When designing an 'easy-read' document specifically for the visually impaired, Avenir 18 point is recommended.

Verdana

For all internal PC-created documents and e-mails we have chosen the font Verdana, as it is a standard PC font.

Verdana should be set as the default font on all PCs and laptops; to do so, start Microsoft Word, choose 'format' and 'fonts', pick 'Verdana', click on 'default' and then select 'yes'.

Dax

Regular

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Medium

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Avenir

Regular

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Heavy

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Verdana

Regular

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ