

CAPITAL CITY PARTNERSHIP BRAND STYLE GUIDE



INTRODUCTION

Capital City Partnership is the delivery body for Edinburgh's employability strategy and programme. Its key tasks are to advise, support and develop the city's Jobs Strategy, and to contract, performance manage and improve outcomes from funded employability services.

Our core values are:

- Partnership
- Excellence
- Integrity
- Innovation.

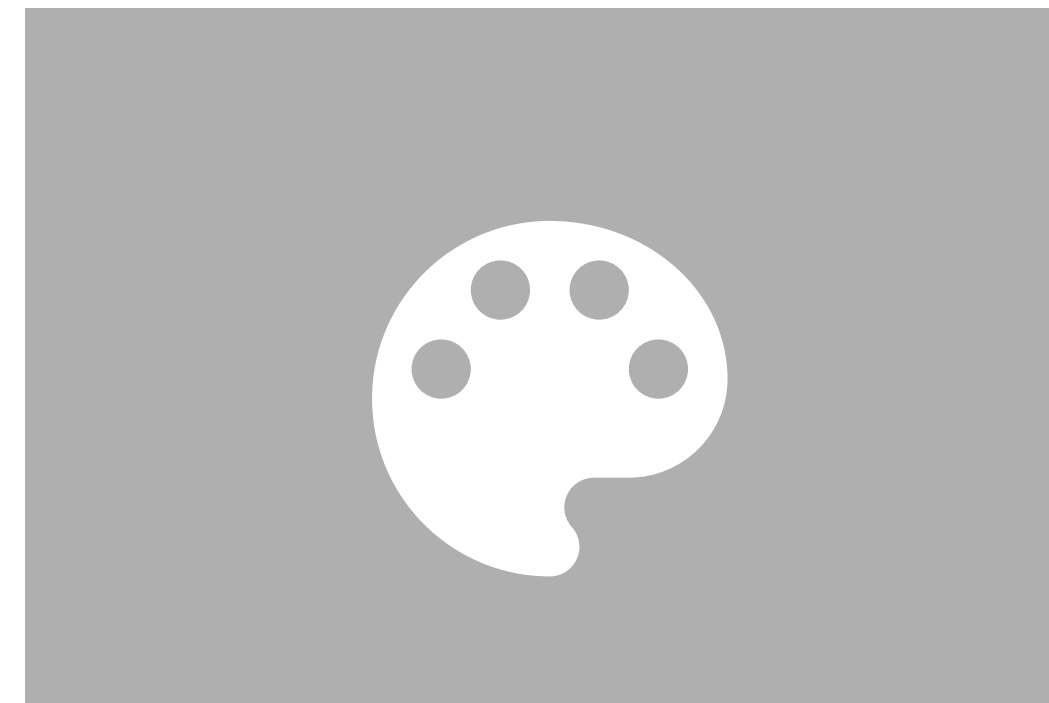
Color palette

Hex codes



DEEP SKYE BLUE: #00A6FF

RGB Breakdown:
(0,166,255)



SILVER FOIL: #AFAFAF

RGB Breakdown:
(175,175,175)

Logo size

Capital City Partnership



Minimum length: 31mm



Minimum length: 54mm

JOINED UP FOR JOBS

Joined Up for Jobs sets out the framework for a partnership of key agencies and frontline services to work together to help more people into employment.

Support is given through website resources, a client management information system, and quarterly forums.



Color palette

Hex codes



VIVID PINK: #F11286

RGB Breakdown:
(241,18,134)



SILVER FOIL: #AFAFAF

RGB Breakdown:
(175,175,175)

Logo size

Joined Up for Jobs



Minimum length: 42mm



Minimum length: 54mm

JOINED UP FOR BUSINESS

Joined Up for Business gives businesses a "no wrong door" approach and offers a bespoke, free recruitment and training service, as well as a business growth support service for SMEs.

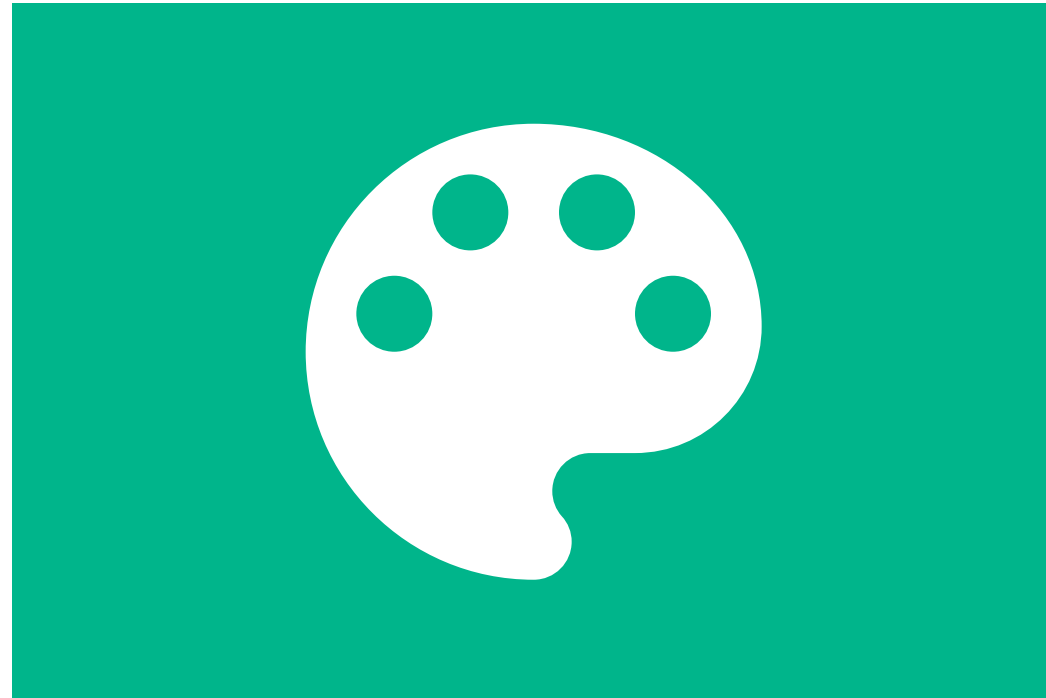
We will help businesses identify funding initiatives that can support your recruitment, training and business growth needs.

We also support the Fort Kinnaird Recruitment and Skills Centre, and the emerging Edinburgh St James development through FUSE.



Color palette

Hex codes



PERSIAN GREEN: #00B58B

RGB Breakdown:
(0,181,139)



SILVER FOIL: #AFAFAF

RGB Breakdown:
(175,175,175)

Logo size

Joined Up for Business



Minimum length: 44mm



Minimum length: 54mm

JOINED UP FOR INTEGRATION

Joined Up for Integration aims to establish better employment outcomes for customers from key services working better together.

It works with stakeholders, service providers and service users to upskill them, make better use of resources and increase better pathways to a positive outcome.



Color palette

Hex codes



VIVID PINK: #F11286

RGB Breakdown:
(241,18,134)



SILVER FOIL: #AFAFAF

RGB Breakdown:
(175, 175, 175)

Logo size

Joined Up for Integration



Minimum length: 32mm



Minimum length: 54mm

Fonts and text

Capital City Partnership, Joined Up for Jobs,
Joined Up for Business and Joined Up for
Integration

To ensure clear and easy readability, the following formats should be used:

- Open Sans for all text where possible. If Open Sans is not available, please use Calibri
- For print materials, a minimum font size of 12
- For presentations, a minimum font size of 18.

When writing Capital City Partnership, please write it exactly as follows:

- Capital City Partnership ('CCP' can be used after first introduction).

When writing Joined Up for Jobs/Business/Integration, please write it exactly as follows:

- Joined Up for Jobs ('JUfJ' can be used after first introduction)
- Joined Up for Business (JUfB can be used after first introduction)
- Joined Up for Integration (JUfI can be used after first introduction)
- Do not replace the 'for' with a number 4.

Do's and don'ts

Capital City Partnership, Joined Up for Jobs,
Joined Up for Business and Joined Up for
Integration

Do's:

- Ensure there is a minimum space around the logo which is equal to half the logo height. For example, if you are producing the logo at 20mm in height, there must be a clear space of 10mm around the logo (top, bottom and both sides)
- If you are using a logo on coloured background, please use the all white (reversed) version of the logo.

Don'ts:

- The logo should not appear at angle
- You should not change the text or font of the straplines
- You should not distort the logo by stretching or compressing it
- Have any elements of the logo out of proportion
- Have any parts of the logo cropped off - the full logo should be visible.

Logo examples

Below are examples of correct use of the reversed (white) logo.



Get in touch

If you have any queries around the content of this document, please contact:
paige.evans@capitalcitypartnership.org.

