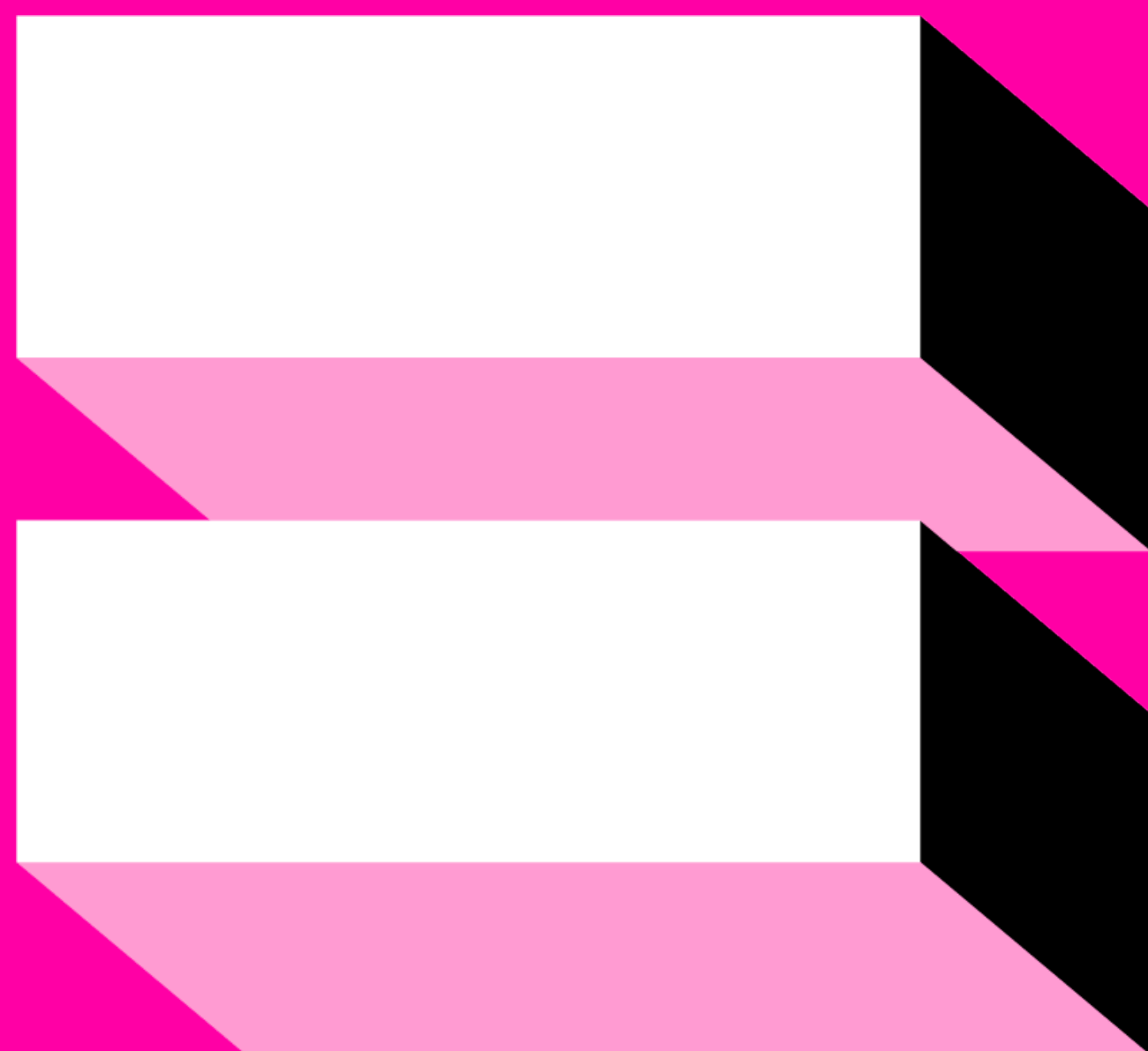




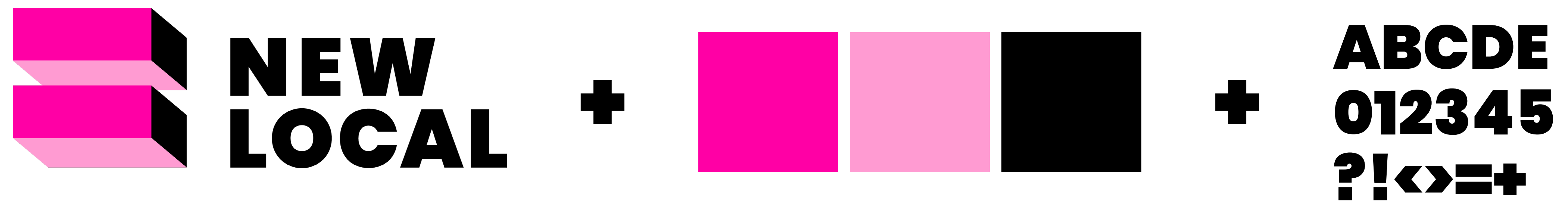
**NEW
LOCAL**

BRAND GUIDELINES

New Local is a think tank and network working to energise local government, improve public services and empower communities.

These guidelines introduce our new brand identity and provide information and inspiration to ensure our brand is used correctly.

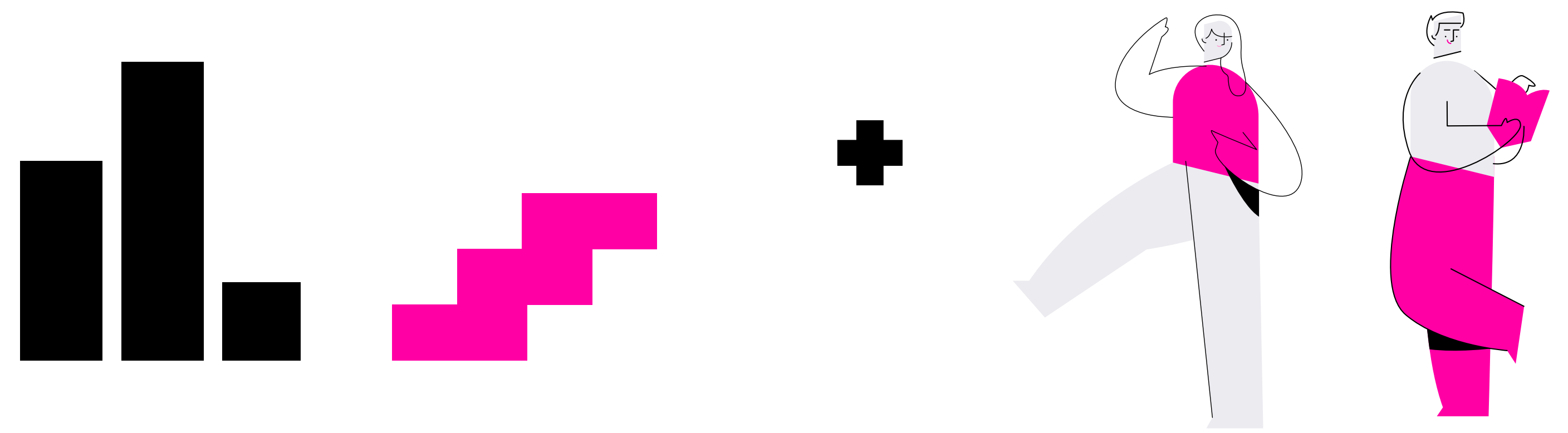
- 4 BRAND ASSETS
- 5 OUR SYMBOL
- 6 LOGOS
- 7 USING OUR LOGOS
- 8 DO NOT RULES
- 9 COLOUR PALETTE
- 10 TYPOGRAPHY
- 11 GRAPHIC ELEMENTS
- 13 ILLUSTRATION
- 14 EXAMPLE DESIGNS
- 16 LOGO INDEX



Our logo

Our colours

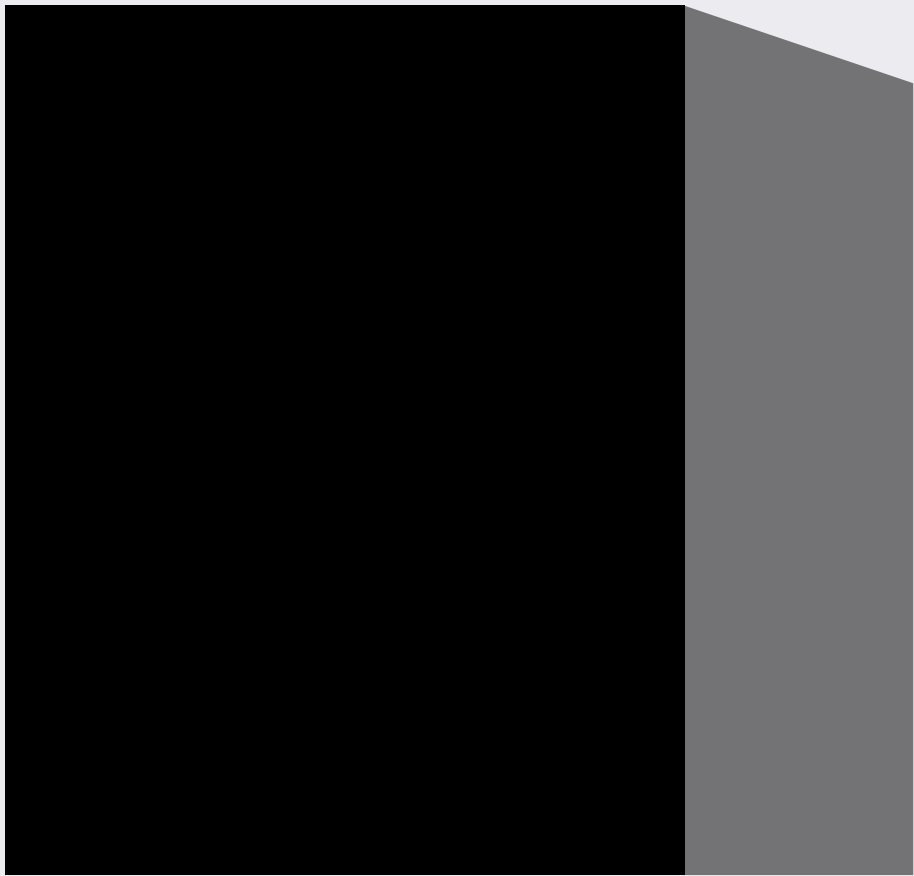
Our typography



Our graphic elements

Our illustrations

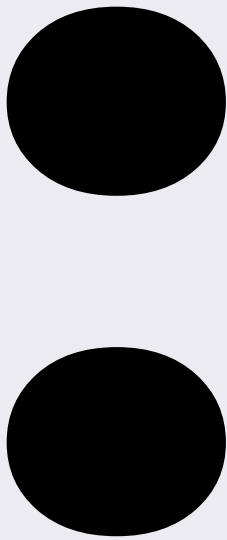
OUR SYMBOL



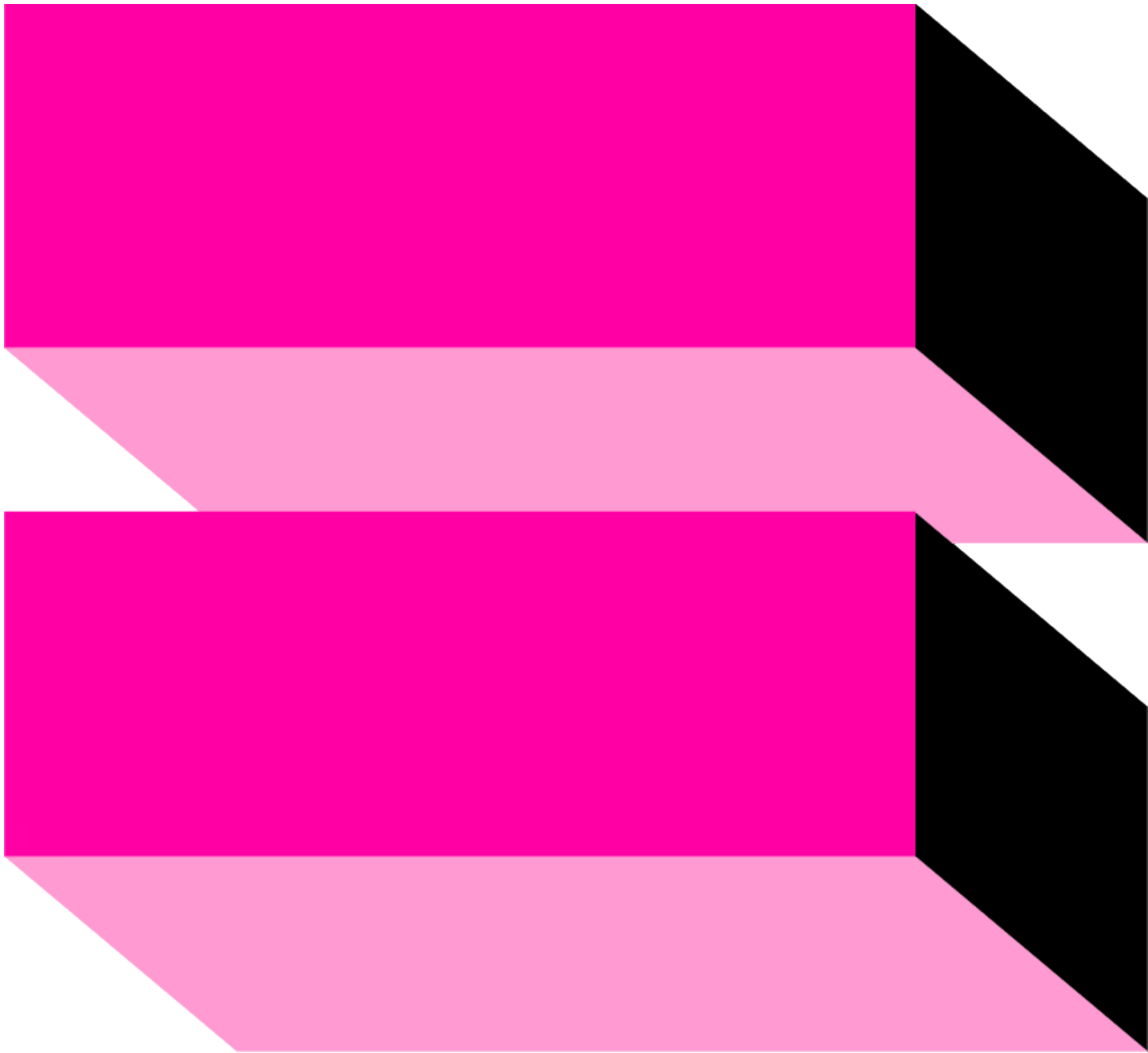
Buildings represent community



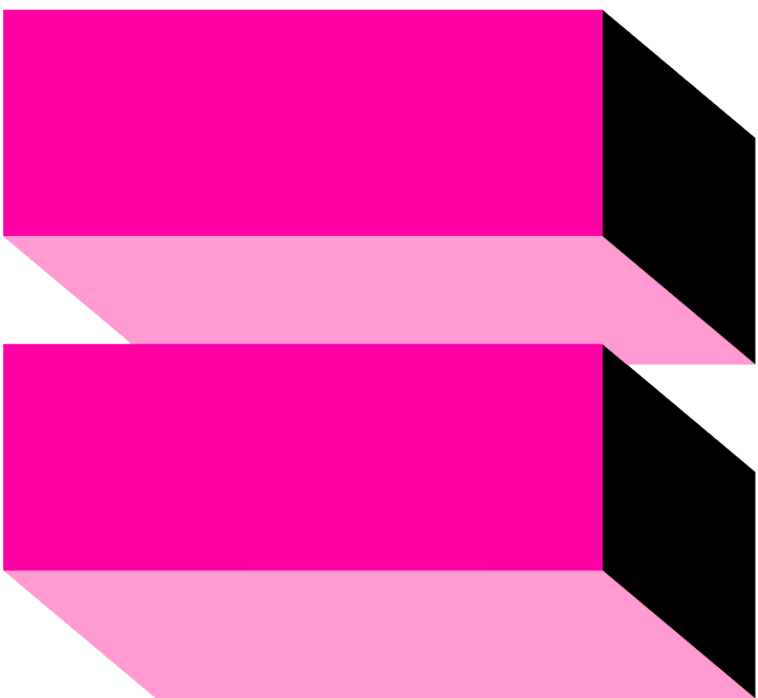
Equality of power



: Better services



A three-dimensional symbol representing community power



Our logo comes in two variations; a landscape and a portrait option. The colour colourways for the logo are shown here.

USING OUR LOGOS



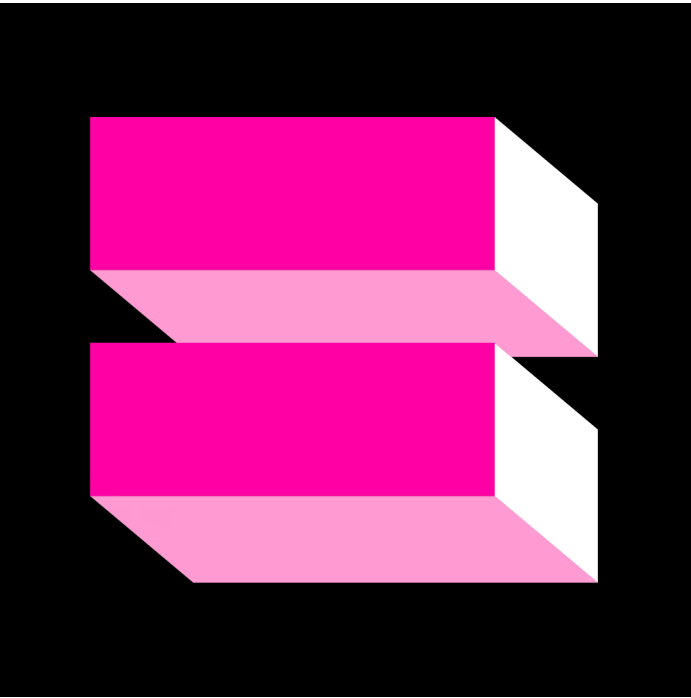
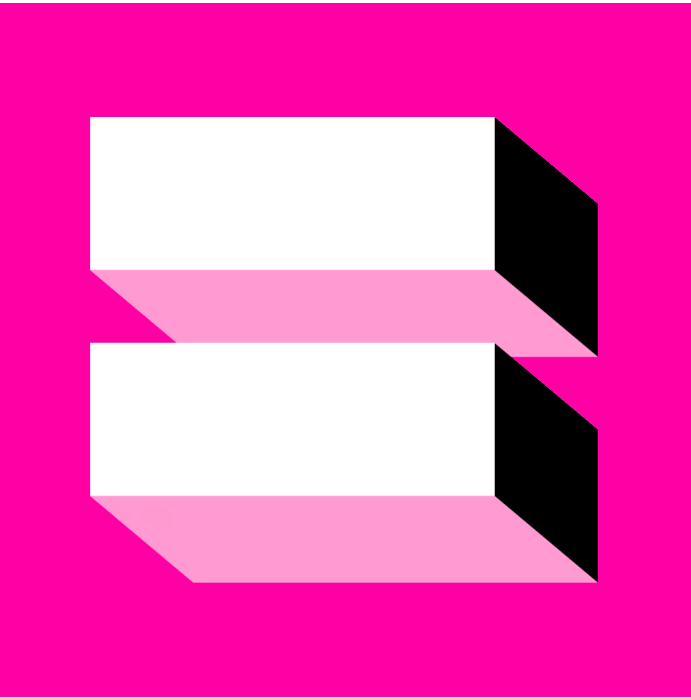
EXCLUSION ZONE

The clearspace is defined by the cap height of the letter ‘N’ in our wordmark. This is the minimum amount of space that should remain clear of any other elements such as text or imagery.



MINIMUM SIZE

To ensure legibility, our logo should not be reproduced any smaller than the minimum sizes shown here.



SOCIAL MEDIA

Our symbol should be used for social media and favicons. The correct colourways are displayed here.

DO NOT RULES



1. **X**



2. **X**



3. **X**



4. **X**



5. **X**



6. **X**



7. **X**



8. **X**

DO NOT:

1. Squash or stretch the logo.

2. Re-size any of the elements.

3. Re-colour any of the elements.

4. Flip the symbol in the logo.
5. Alter the typography.

6. Outline the logo.

7. Use the logo on an angle.

8. Rearrange the order of the logo.

COLOUR PALETTE

BRIGHT PINK

R 255
G 0
B 165

C 0
M 90
Y 0
K 0

HEX FF16A5

LIGHT PINK

R 255
G 155
B 210

C 0
M 45
Y 0
K 0

HEX FF9BD2

BLACK

R 0
G 0
B 0

C 0
M 0
Y 0
K 100

HEX 000000

WHITE

R 255
G 255
B 255

C 0
M 0
Y 0
K 0

HEX FFFFFFFF

GREY

R 235
G 235
B 240

C 5
M 5
Y 0
K 5

HEX EBEBF0

Our core colour palette is pink and black. White and grey can be used as supporting colours for backgrounds and in illustrations.

For our website the following colours can be used as a secondary palette. In order for text to be accessible a darker pink should be used.

DARK PINK

R 225
G 0
B 150

C 10
M 100
Y 0
K 0

HEX E10096

PURPLE

R 150
G 115
B 200

C 45
M 60
Y 0
K 0

HEX 9673C8

TEAL

R 0
G 165
B 165

C 80
M 15
Y 40
K 0

HEX 00A5A5

**A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 0 1 2 3 4 5 6 7 8 9 ? ! < > = +**

**A a B b C c D d E e F f G g H h I i J j K k L l
M m N n O o P p Q q R r S s T t U u V v W w
X x Y y Z z 0 1 2 3 4 5 6 7 8 9 ? ! < > = +**

A a B b C c D d E e F f G g H h I i J j K k L l
M m N n O o P p Q q R r S s T t U u V v W w
X x Y y Z z 0 1 2 3 4 5 6 7 8 9 ? ! < > = +

Our core type family is Poppins. It is a google font and available to download for free [here](#). We use three weights: black, semibold and light.

Poppins Black
For headings
Uppercase
120% Leading
0 Tracking

Poppins Semibold
For subheadings
Titlecase
120% Leading
0 Tracking

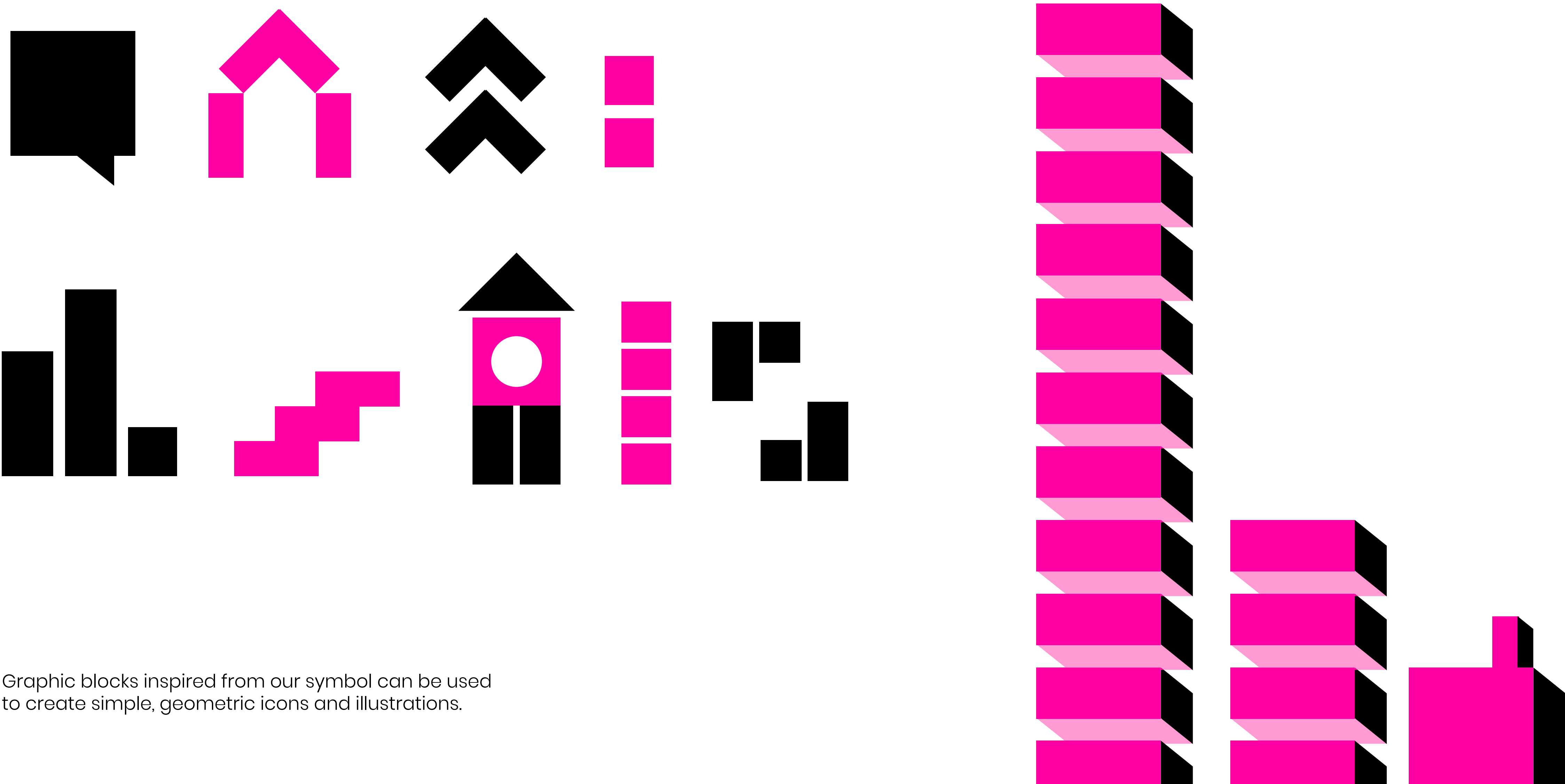
Poppins Light
For bodycopy
Sentence case
120% Leading
0 Tracking

**A a B b C c D d E e F f G g
H h I i J j K k L l M m N n
O o P p Q q R r S s T t
U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9**
Arial Bold

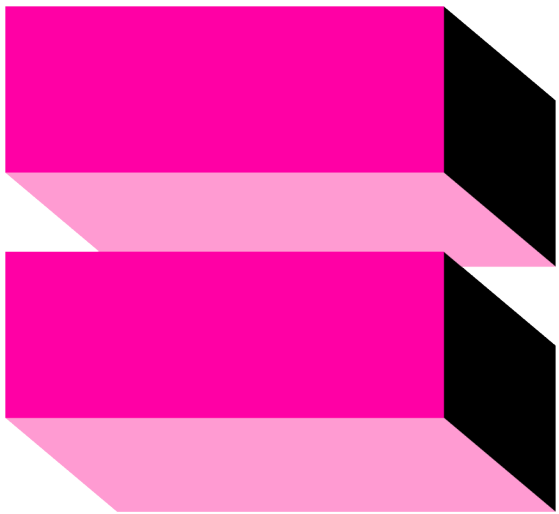
A a B b C c D d E e F f G g
H h I i J j K k L l M m N n
O o P p Q q R r S s T t
U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9

Arial Regular

When Poppins can't be used, for example in Microsoft Office, Arial should be used. The same typographic styling should be followed.



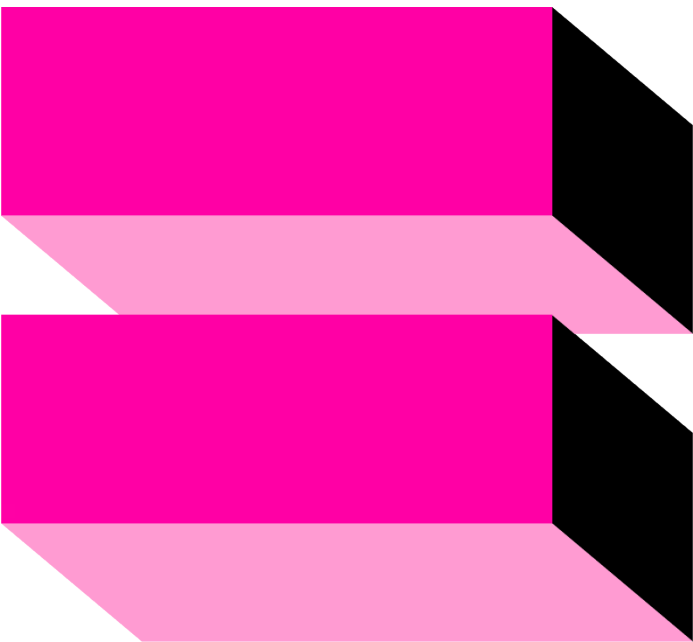
Graphic blocks inspired from our symbol can be used to create simple, geometric icons and illustrations.



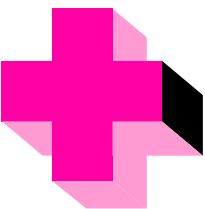
**NEW
LOCAL IDEAS**

NETWORK
THINKING
ACTION

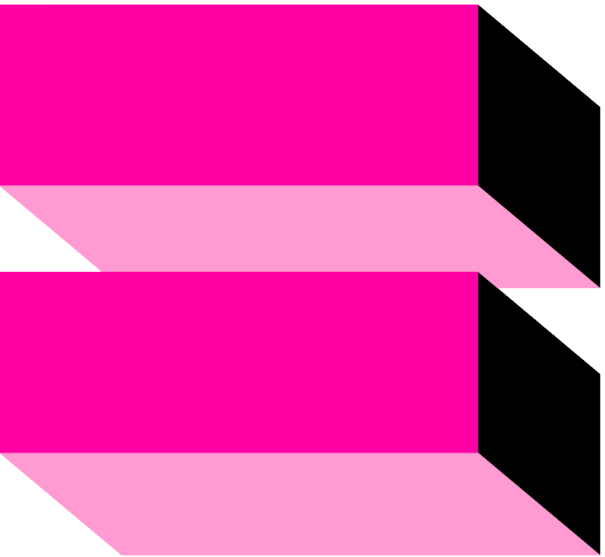
= POWER
: CHANGE



**IN THE
COMMUNITY
EVERYONE
IS EQUAL**

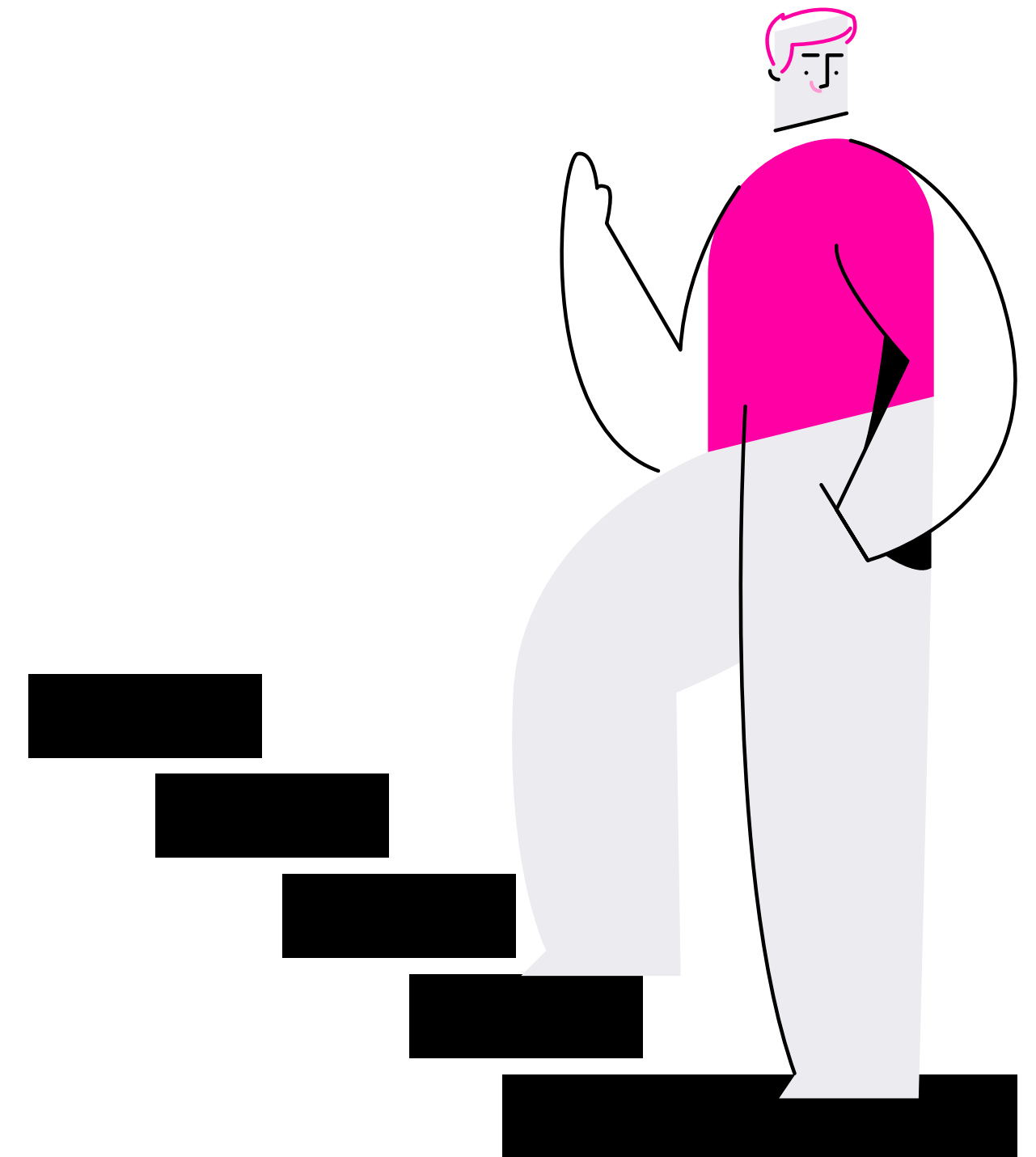
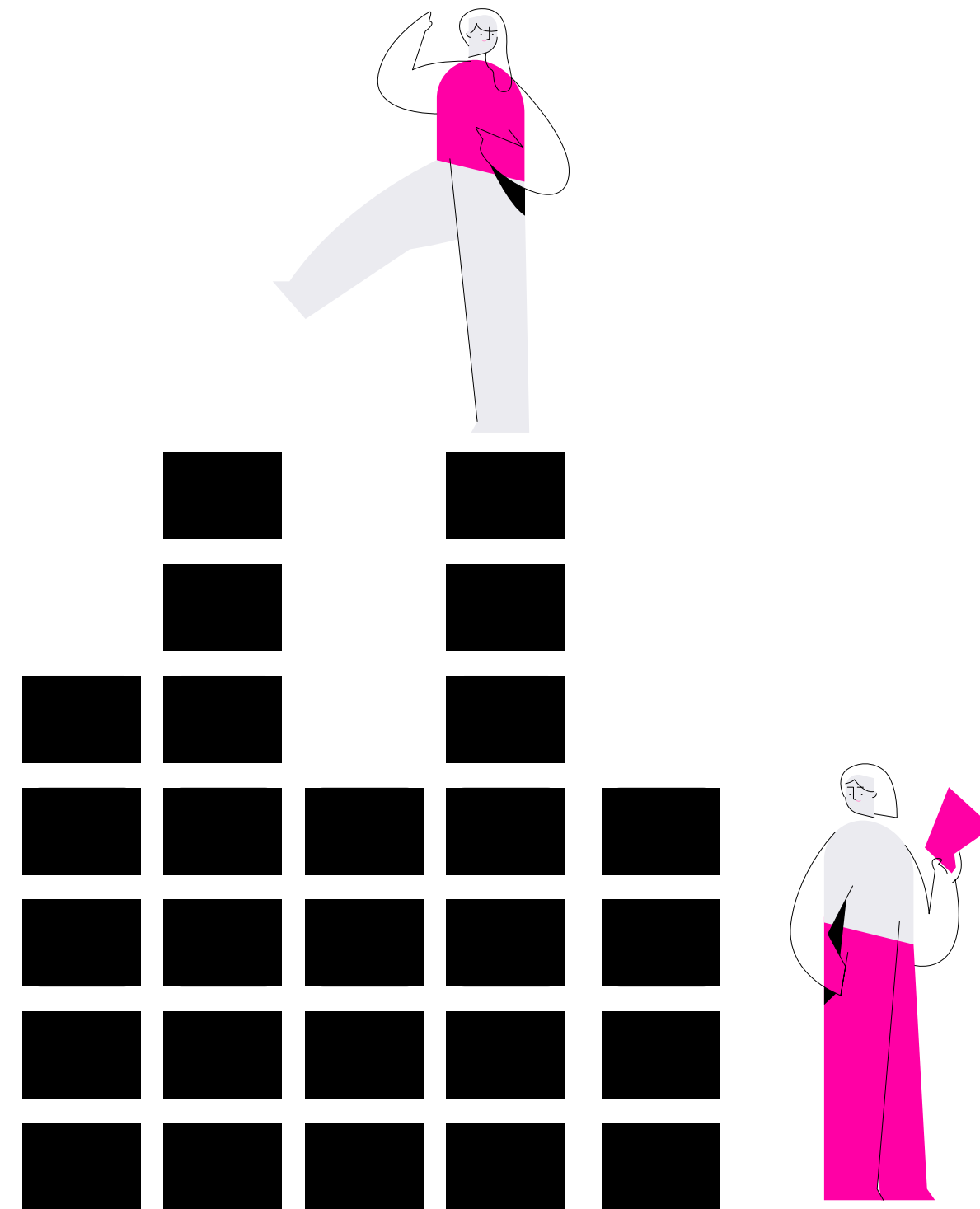
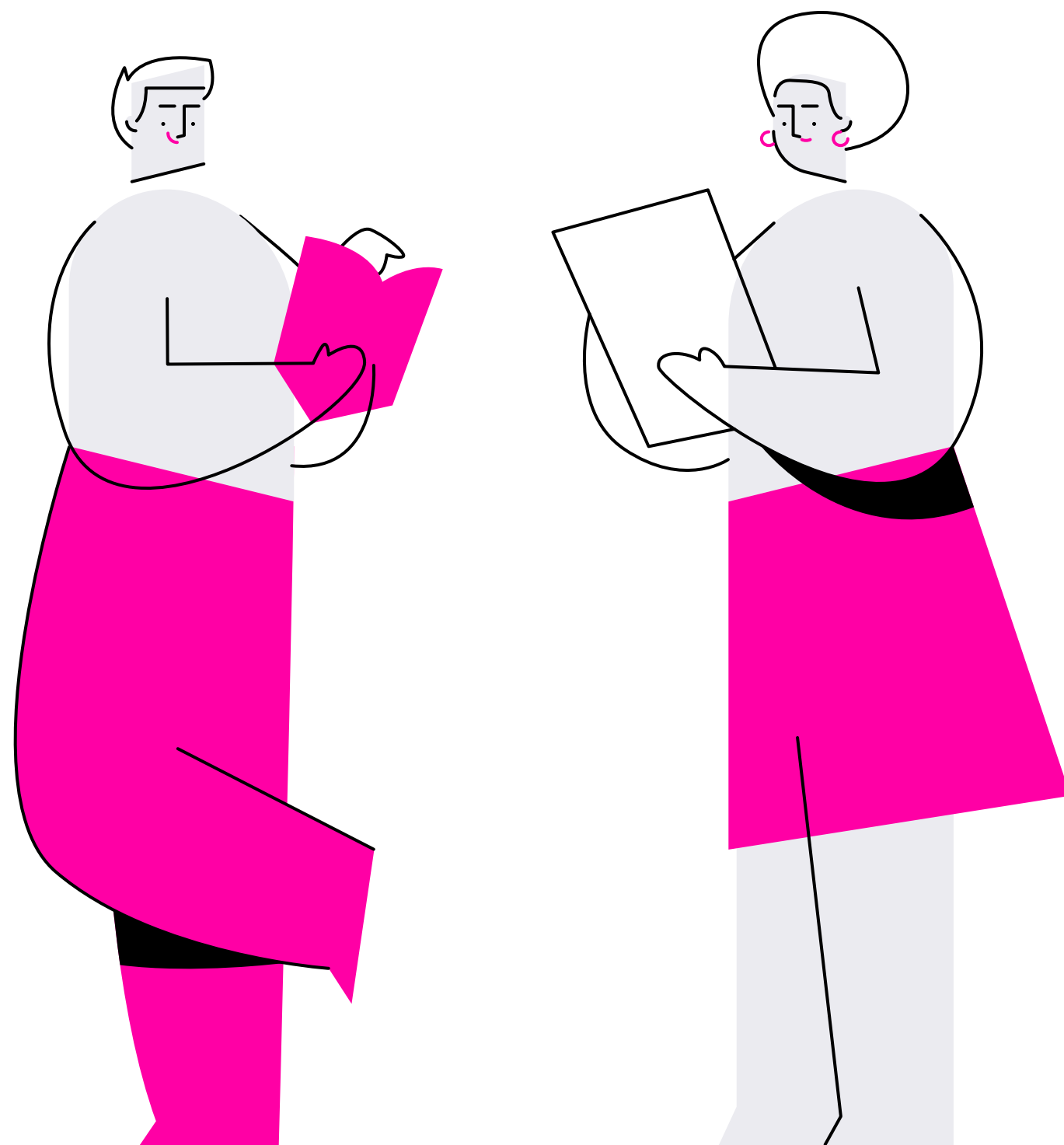


**US
YOU**



**NEW
LOCAL**

Our symbol or simple graphic icons can be used with short, direct messaging.

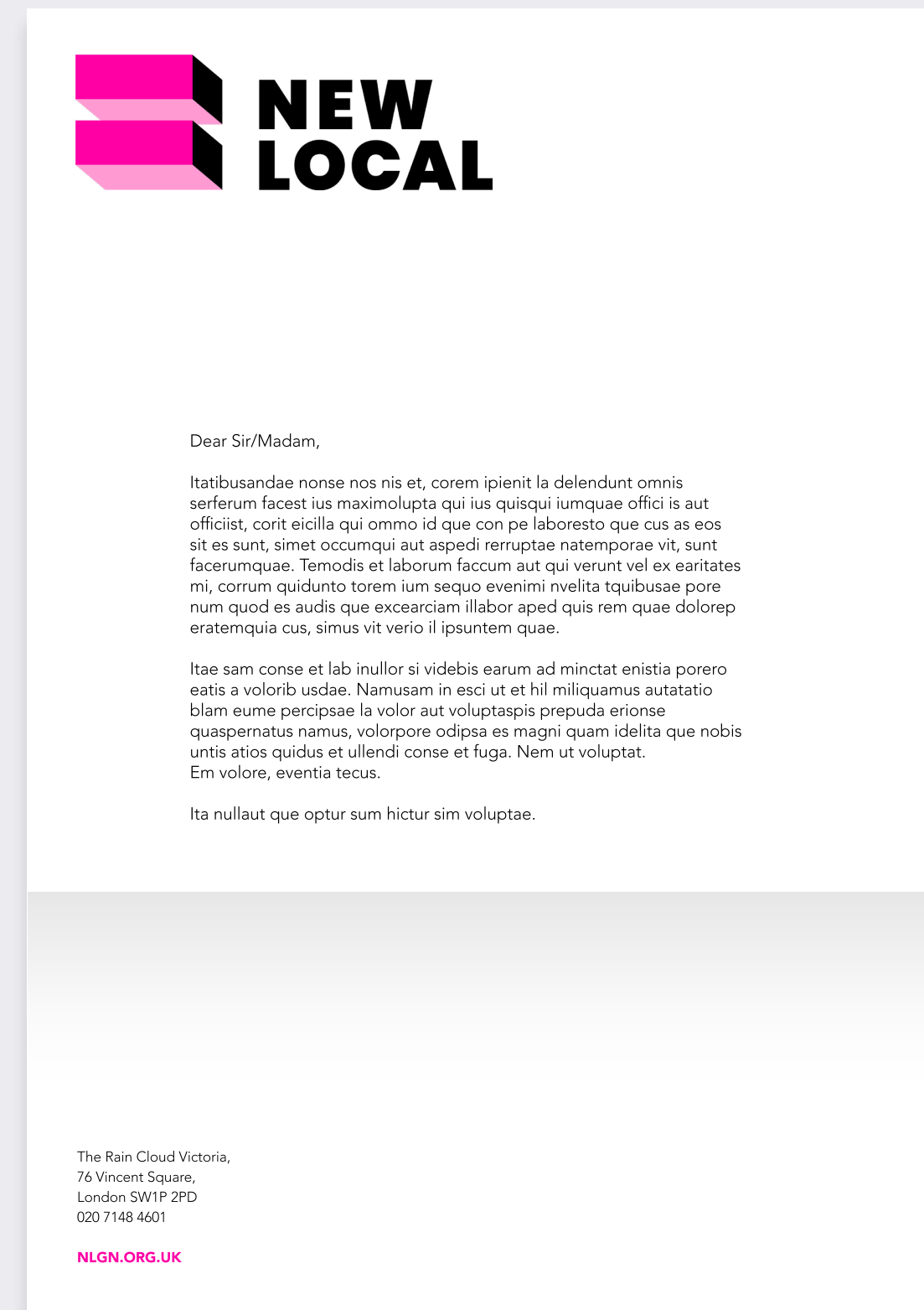


Our illustration style is from an illustration resource website [here](#). Where possible a credit is encouraged. These can be combined with our graphic elements as shown here.

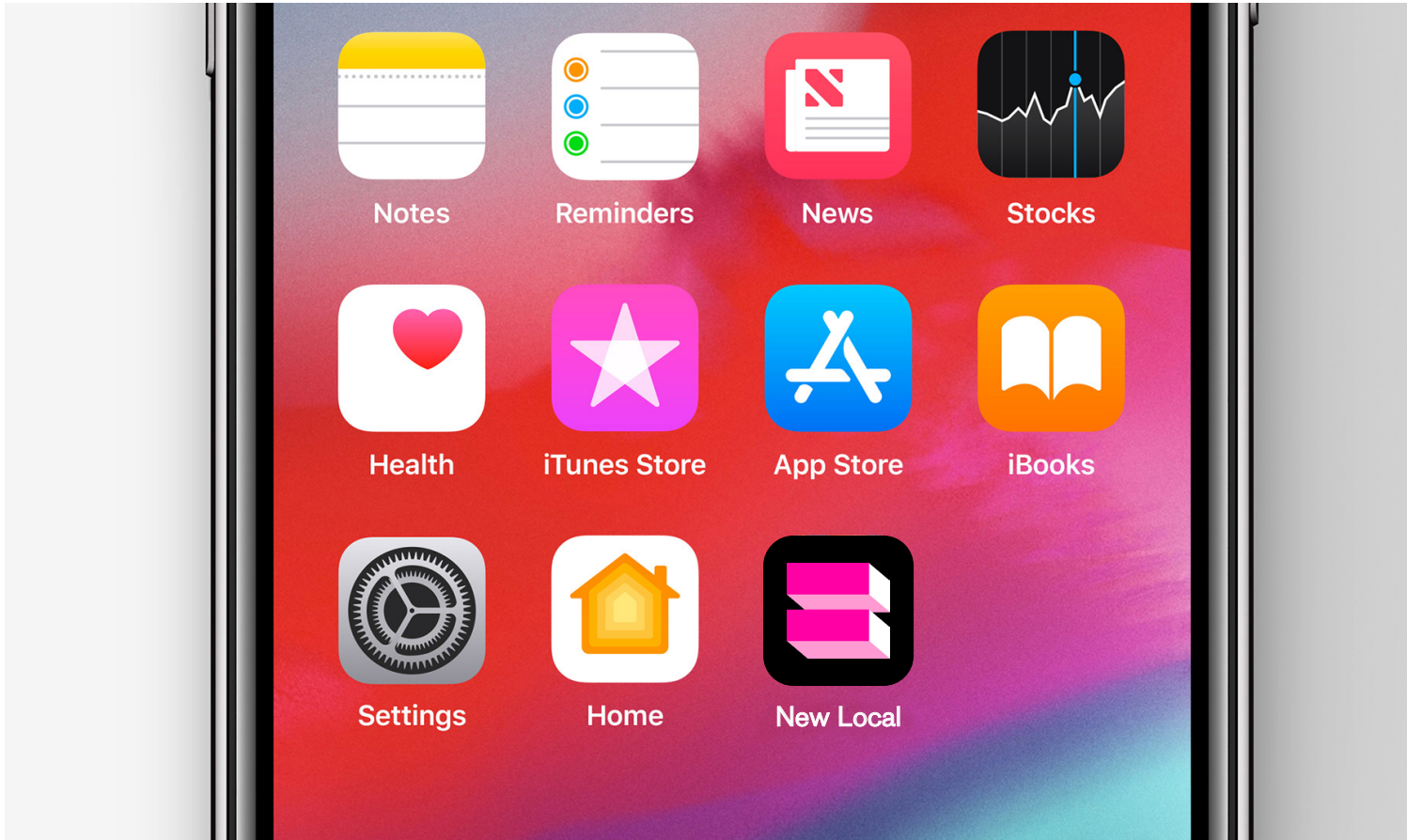


**POWERFUL COMMUNITIES,
STRONG PUBLIC SERVICES**

Axim quaestotat. Bus rent quiatqu ossinum fugitio.
Ugiti dolum expligendam et pra int, odi sapelis in commo di
quantur iaspiducium quo escit, officium lis es venisci sa qui
blaut de odignis peres eri opta dolest, sinctatium nulloreribus
dolum consenetur sit late ma qui consend icillaborepe
viderum re plabo.

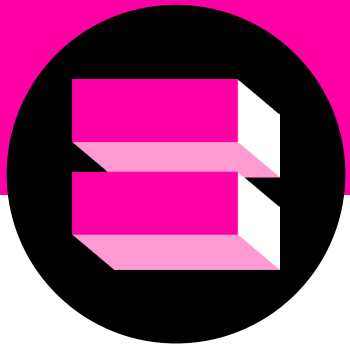


EXAMPLE DESIGNS





Search Twitter



NEW LOCAL

**NETWORK THINKING
IDEAS ACTION**

Follow

New Local
@NewLocal

The New Local Government Network is an independent think tank seeking to transform public services, revitalise local leadership and empower communities.

📍 London

🌐 nlgn.org.uk

📅 Joined August 2010

3,556 Following

13.6K Followers

Tweets

Tweets & replies

Media

Likes

📌 Pinned Tweet



LOGO INDEX

CMYK files (.eps) are for print and RGB files (.eps and .png) are for on screen. The preferred file type is .eps.

The .jpg file is for social media only.



1. Core Logo Landscape
NewLocal_CoreLogo_Landscape_RGB.eps
NewLocal_CoreLogo_Landscape_RGB.png
NewLocal_CoreLogo_Landscape_CMYK.eps



2. Core Logo Landscape 2
NewLocal_CoreLogo_Landscape_2_RGB.eps
NewLocal_CoreLogo_Landscape_2_RGB.png
NewLocal_CoreLogo_Landscape_2_CMYK.eps



3. Core Logo Landscape Reverse
NewLocal_CoreLogo_Landscape_Reverse_RGB.eps
NewLocal_CoreLogo_Landscape_Reverse_RGB.png
NewLocal_CoreLogo_Landscape_Reverse_CMYK.eps



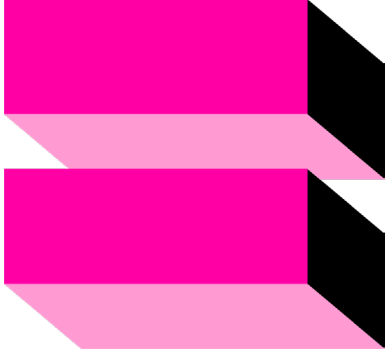
4. Core Logo Portrait
NewLocal_CoreLogo_Portrait_RGB.eps
NewLocal_CoreLogo_Portrait_RGB.png
NewLocal_CoreLogo_Portrait_CMYK.eps



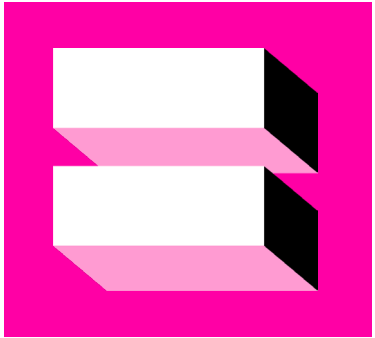
5. Core Logo Portrait 2
NewLocal_CoreLogo_Portrait_2_RGB.eps
NewLocal_CoreLogo_Portrait_2_RGB.png
NewLocal_CoreLogo_Portrait_2_CMYK.eps



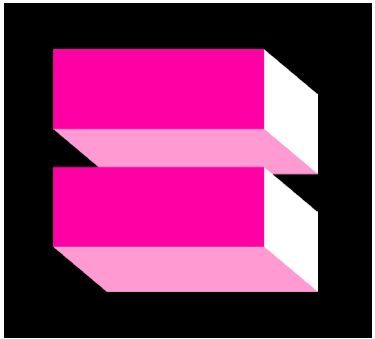
6. Core Logo Portrait Reverse
NewLocal_CoreLogo_Portrait_Reverse_RGB.eps
NewLocal_CoreLogo_Portrait_Reverse_RGB.png
NewLocal_CoreLogo_Portrait_Reverse_CMYK.eps



7. Core Symbol
NewLocal_Symbol_1_RGB.eps
NewLocal_Symbol_1_RGB.png
NewLocal_Symbol_1_CMYK.eps



8. Core Symbol 2
NewLocal_Symbol_2_RGB.eps
NewLocal_Symbol_2_RGB.png
NewLocal_Symbol_2_RGB.jpg
NewLocal_Symbol_2_CMYK.eps



9. Core Symbol
NewLocal_Symbol_3_RGB.eps
NewLocal_Symbol_3_RGB.png
NewLocal_Symbol_3_RGB.jpg
NewLocal_Symbol_3_CMYK.eps