



# West Sussex Music Education Hub

BRANDING GUIDELINES

OCTOBER 2021

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# Introduction

The purpose of the rebrand of [West Sussex Music Trust](#) and the [Music Education Hub](#) (collectively known as West Sussex Music) is to signify transformation in the approach to music education in the county.

The importance of the branding guidelines is to show how both entities work separately and together. This is intended for Partners, Associates and Members of the West Sussex Music Education Hub.

# Logo Design

## West Sussex Music Education Hub logo 1

The full West Sussex Music Education Hub picture logo may be used on large scale assets such as posters, banner stands and digital promotions.

Within each section of the West Sussex Music Education Hub picture logo, different images are used to represent the Hub's offer.

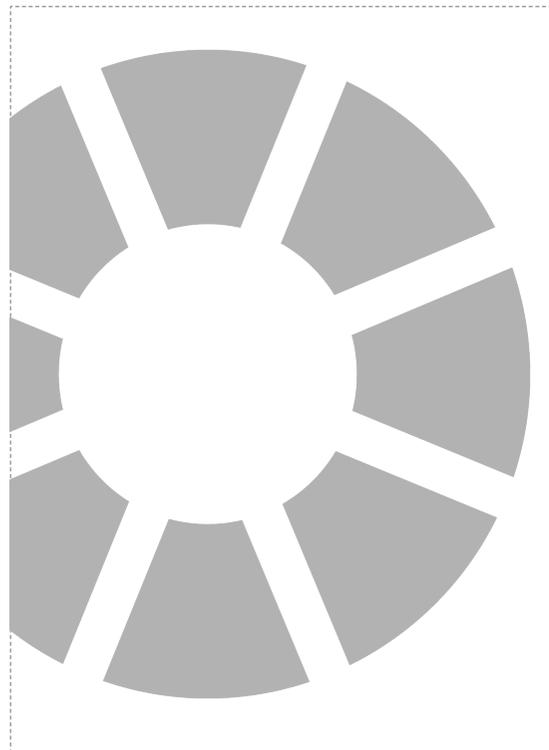
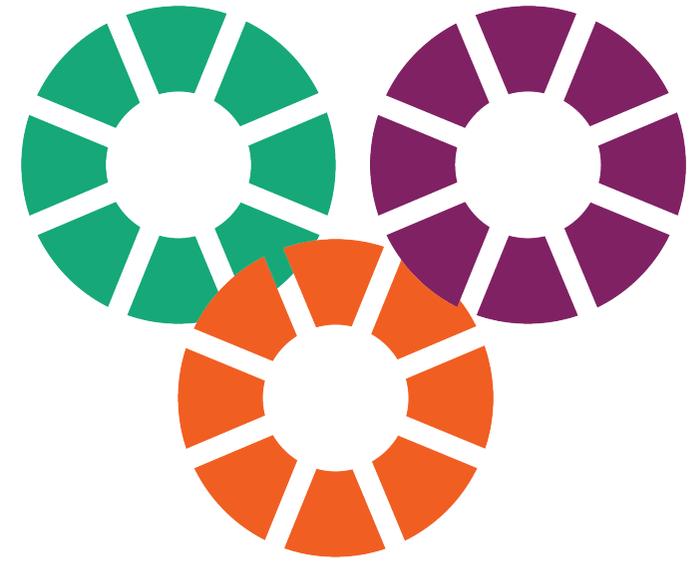
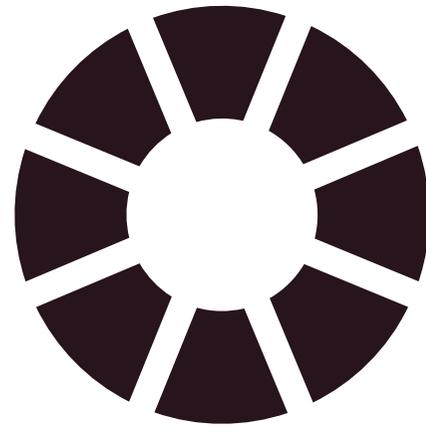
The picture logo may be cropped across print and digital media.

The minimum size for the Hub picture logo is 400px wide in digital form and 140mm in print.



## West Sussex Music Education Hub logo 2

The full West Sussex Music Education Hub logo may also be used as a solid colour identity.



In addition, the light grey (#F1F2F2) may be used as a background watermark where it sits cropped on a white background.

## West Sussex Music Education Hub logo 3

This logo will be used by Hub partners alongside their own organisation's graphics for the publicity of their activities, projects etc on posters and digital materials when working in partnership with West Sussex Music.



## Hub membership

These logos may be used by partners, associates and members to show they belong to West Sussex Music Education Hub.

As an individual or organisation, these logos can be an identifier on websites, letter footers and email signatures.



## Clear space & minimum size

Clear space and minimum size ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and supported graphics.

The clear space is equal to the height of the 't' letterform. The minimum size for the logo should be 100px wide in digital form and 30mm in print. These space and size guidelines apply to all logos contained within this document.



Digital: 100px

Print: 30mm



# Don't do this to the logo!

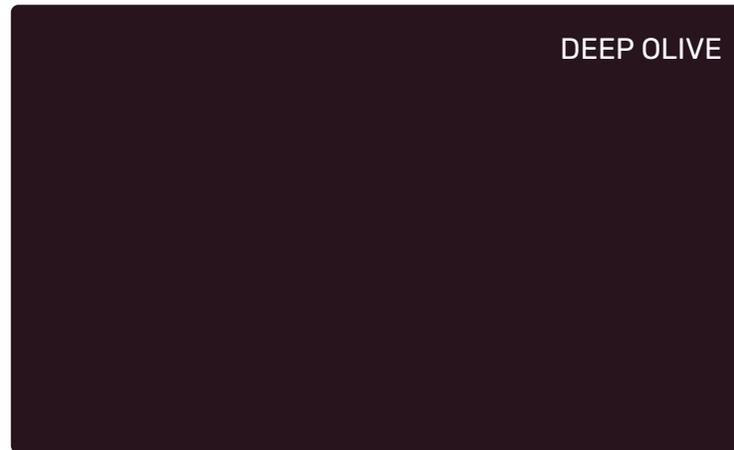
These are some examples of incorrect usage of the logo.



# Colour Palette

These are the colours that are assigned to Hub partners.

These colours may be used across print and digital assets.



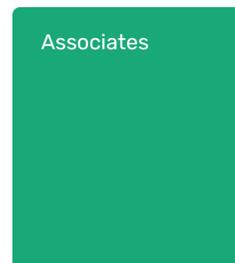
**Hex #29161F**  
**CMYK 65,76,59,74**  
**RGB 48,30,34**



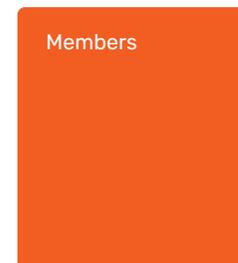
**Hex #F1F2F2**  
**CMYK 4,3,4,0**  
**RGB 246,246,246**



**Hex #802064**  
**CMYK 51,100,30,15**  
**RGB 133,29,94**



**Hex #00A878**  
**CMYK 81,8,71,0**  
**RGB 0,160,109**



**Hex #F15F22**  
**CMYK 0,78,100,0**  
**RGB 233,83,14**

# Font

## Primary typeface

Rubik Regular is the primary font across printed promotional materials and on any graphics/ images. **Arial font must be used where Rubik is not available.**

They are both free fonts. Rubik is available from Google Fonts or fontsquirrel.com. It also comes in various weights for various heading styles. It has a nice soft feel that is welcoming.

Rubik Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
01 02 03 04 05 06 07 08 09  
!"£\$%^&\* (+#@

Rubik typeface comes in various weights to be used across print and digital media. There are particular rules that must be applied to ensure consistency.

Rubik Weights

Rubik Light | *italic*  
Rubik Regular | *italic*  
**Rubik Medium | *italic***  
**Rubik Bold | *italic***

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SUB HEADING UPPERCASE

## Headings Rubik Medium

Rubik Regular should be used for all promotional text. Within the body text words can be underlined and highlighted as featured here. Where words are underlined or highlighted, the **text must not also be made bold.**

As featured throughout this document the colour of the body text when on a white background should be black #000000. All main headings should be Rubik Medium weight and sub headings Rubik Regular uppercase.

# Imagery

## Imagery examples

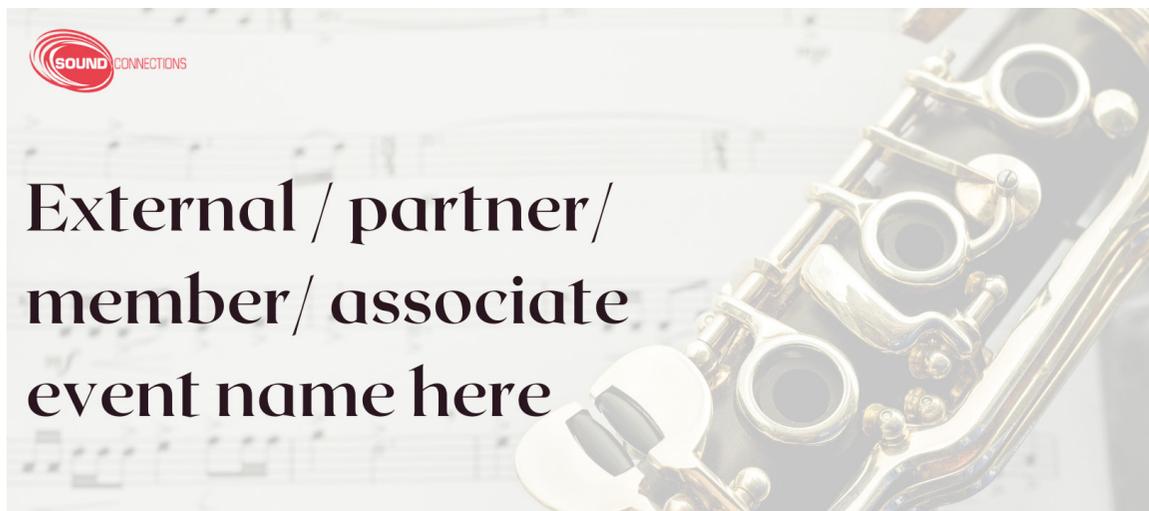
These graphics show examples of how the Hub logo would be used to promote an event, project or programme run by a Hub partner. Where the partner has been commissioned using Hub funding, the ACE logo should also be included to indicate this.

This example shows how the Hub logo is to be positioned on assets. We request the Hub logo should sit on the left hand side.

When used in conjunction with the ACE logo or other logos, the Hub logo must sit on the far left, the same size as other funders' logos.



This example shows how the Hub logo is used on its own. We request that the Hub logo sits in the top or bottom left hand corner.



## West Sussex Music Trust and logos

West Sussex Music Trust has its own logo



When West Sussex Music Trust visualises its role as lead partner of the Hub, the pink ident is used in conjunction with the West Sussex Music Education Hub logo. This example shows it with the picture logo (see page 5)



More commonly, it is used in conjunction with Hub logo 3 (see page 7)



A West Sussex Music Trust banner stand featuring Hub assets.

A company limited by guarantee registered in England and Wales.  
Company number: 8524556 Charity number: 1152703.

