prospect   bectu

Brand guidelines

August 2019

Brandmark

Prospect

This is our brandmark for Prospect. Original artwork can be obtained from the communications team or website.

prospect

These colours make up our Prospect brandmark. **See colour chapter for colour values.**

Brandmark

Bectu

This is our brandmark for Bectu. Original artwork can be obtained from the communications team or website.

bectu

These colours make up our Bectu brandmark. **See colour chapter for colour values.** Both brandmarks share the same colour yellow and black. Please note, our black is a little lighter than 100% black.

Both brandmarks

Both brandmarks may be used next to each other. Use the clear space to determine the distance between them and align both wordmarks.
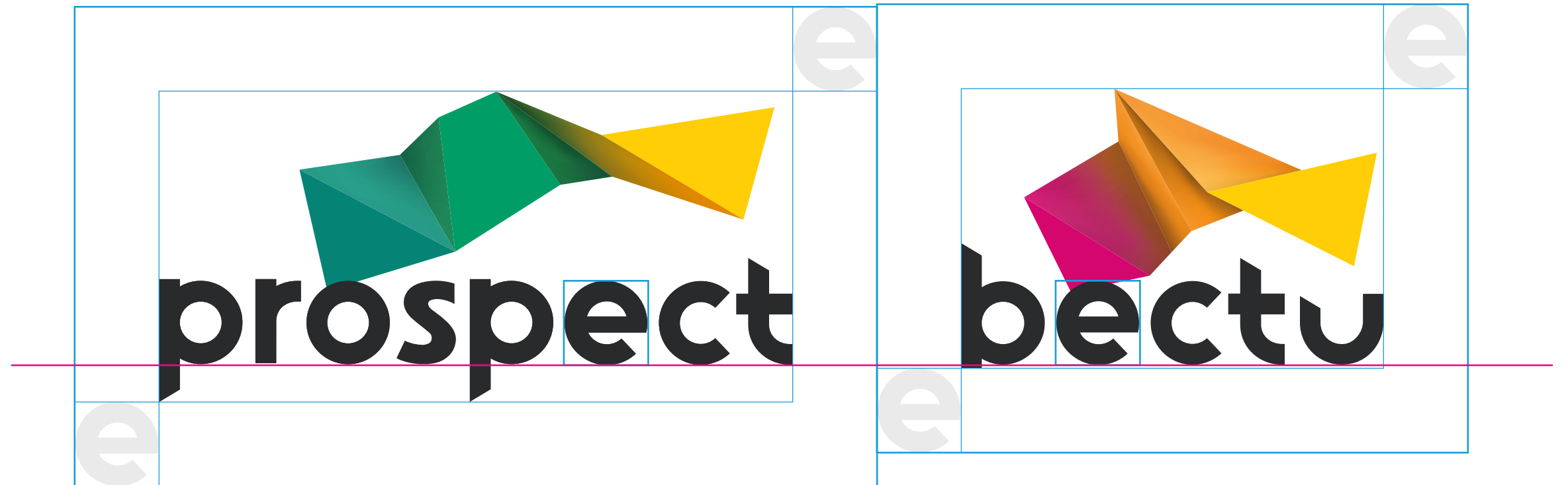
The clear space is a guide to keep the area around the brandmark clear from other assets. Increase the clear space wherever possible.

In space-restricted areas the clear space area may be reduced, e.g. promotional material.

We refer to the two brands as 'Prospect and Bectu'.

Do not use:

- **prospect**
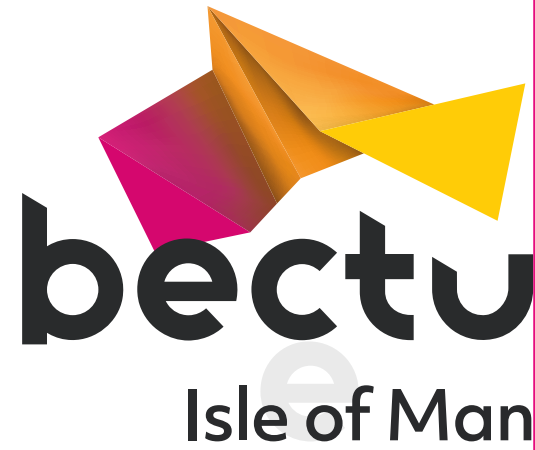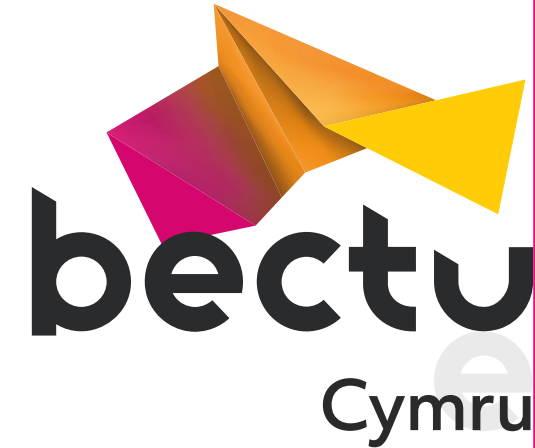- **bectu**
- **PROSPECT**
- **BECTU**

Nations and Regions

The brandmark width is 100mm for Prospect and 67mm for Bectu. The nations and use Objektiv Mk2 Medium for Scotland and the Isle of Man. Wales/Cymru uses Mk3 because it provides a softer 'y'. The sizes are set to 25pt, letter spacing -10. They are aligned right and use the 'e' to set the vertical distance to the baseline. Original artwork is available.
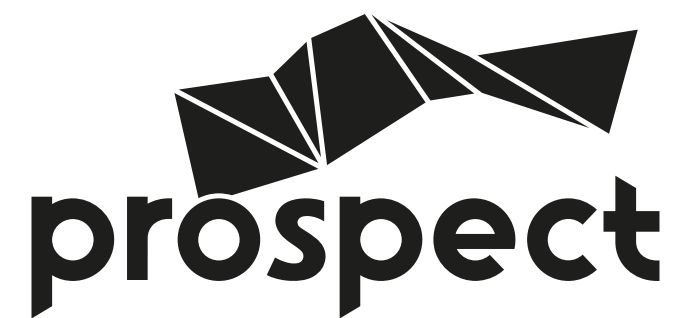
100mm

67mm

prospect
Scotland

bectu
Scotland

prospect
Cymru

bectu
Cymru

prospect
Isle of Man

bectu
Isle of Man

Colour variants

Always use the full colour
brandmark where possible.
Only where colour can not
be reproduced or due to
production methods where
the full colour version is
not applicable use the
single colour black or white
version.

The colour versions are
available in CMYK or RGB
colours in eps, png and jpg
format.

prospect

bectu

prospect

bectu

prospect

bectu

prospect

bectu

Colour palette

These colours complement the colours of the brandmark and shape asset **(see shape chapter)** offering diversity for our brand.

The colour palette has been developed especially for digital applications to provide colour harmony and message differentiation for the website and social media posts. **Examples are shown in the application chapter.**

The colours featuring Pantone values have been used to generate the Prospect and Bectu symbol.

C0 M0 Y0 K0 **R255 G255 B255**	**C21 M15 Y22 K1** **R210 G209 B200**	**C31 M12 Y27 K0** **R188 G205 B191**

C28 M16 Y18 K1
R194 G202 B205

Wordmark colour

C74 M64 Y57 K71
R41 G42 B44

Use this colour primarily
for type and sparingly
as a background

C39 M29 Y38 K11
R159 G158 B147

C52 M25 46 K7
R135 G158 B140

C49 M31 Y34 K11
R137 G149 B150

C75 M65 Y62 K81
R29 G29 B28

Use this colour secondarily
for type and sparingly
as a background

C52 M41 Y44 K27
R115 G115 B112

C60 M32 Y51 K16
R108 G132 B118

C59 M40 Y40 K23
R106 G119 B123

C11 M100 Y13 K2
R210 G0 B114

Brandmark colour

C0 M56 Y93 K0
R241 G134 B28

Brandmark colour

C0 M20 Y96 K0
R255 G205 B0

Brandmark colour

C810 M9 Y74 K0
R0 G157 B102

Brandmark colour

C84 M25 Y57 K10
R7 G131 B117

Brandmark colour

C18 M77 Y0 K0
R206 G88 B156

C0 M50 Y69 K0
R243 G150 B87

C1 M12 Y77 K0
R255 G219 B78

C64 M0 Y57 K0
R93 G185 B139

C65 M16 Y45 K2
R94 G165 B151

C0 M52 Y0 K0
R242 G153 B193

C0 M36 Y48 K0
R248 G182 B138

C3 M6 Y59 K0
R252 G231 B129

C49 M0 Y41 K0
R143 G202 B171

C47 M2 Y29 K0
R146 G204 B193

Colour backgrounds

Prospect brandmark

Most — but not all — of the colours in the palette can be used as backgrounds with the Prospect brandmark. Colour fields listed here behind both the black and white wordmarks means that both wordmark versions are acceptable against that colour, but the bigger brandmark illustrates priority over the smaller one. The final choice depends on the application. In layout we recommend primarily using the black wordmark version with black copy and secondarily using the white wordmark version with white copy.

The five Pantone colour fields listed here without a brandmark should be avoided as background colours as they will camouflage sections of the brandmarks. These colours should only be used in layout with typography, within the brandmark itself or alongside photography.

Colour backgrounds

Bectu brandmark

If you have any questions or would like
to obtain our brand assets please contact
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