



Hertfordshire Opportunities Portal

Brand guide 1.2 November 2019

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VISION

For HOP to become the go-to portal for skills training, careers and apprenticeships information and for it to become a beacon of excellence across the county.

HOP reaches out to three audience groups:

RESIDENTS

HOP will enable our residents to access the information they need to make informed decisions on career path options including Further Education, Higher Education, professional qualifications, work experience, apprenticeships and job opportunities.

EMPLOYERS

HOP will enable our employers to reach out and recruit their future talent and to find out information on how to upskill and provide progression opportunities for their existing staff.

PROVIDERS

HOP will support the Hertfordshire provider base and skills network to continually evaluate the local offer in order to ensure provision meets current and future business needs.

BACKGROUND

In 2018, Hertfordshire LEP recognised the need for students, employers and training providers to access advice and guidance on qualifications and apprenticeships via one portal. Students from Thomas Alleyne Academy in Stevenage came up with the name Hertfordshire Opportunities Portal, and that is how HOP sprang into life!



PRIMARY LOGO

The HOP logo has been designed to be versatile and lends itself to a number of different applications across digital and offline channels.

The integrated arrow suggests forward movement and embodies the aims of the Hertfordshire Opportunities portal, as well as providing a versatile way to add straplines such as 'HOP into...'

The logomark is based on a customised version of **Nobel Sans**, which is a revival of a classic geometric sans from the 1930s, created by, and available from **FontBureau**.



LOGO VARIANTS

The logo has been designed to be versatile and has a number of alternative versions which can be adopted for various applications and audiences when the look and feel is required to be differentiated.

It can be used by itself, or combined with straplines, and while the primary usage is in the specified blue, the associated colour palette means a number of variations of the logo can be used to allow for different applications such as printed material, advertising and other communications.

ORANGE LOGO

For use when a more vibrant, youthful look and feel is required or to contrast with a background colour.



PURPLE LOGO

For use when high contrast is required against the orange background, or to differentiate a marketing piece for a specific segment eg providers, teachers, recruiters.



REVERSE LOGO

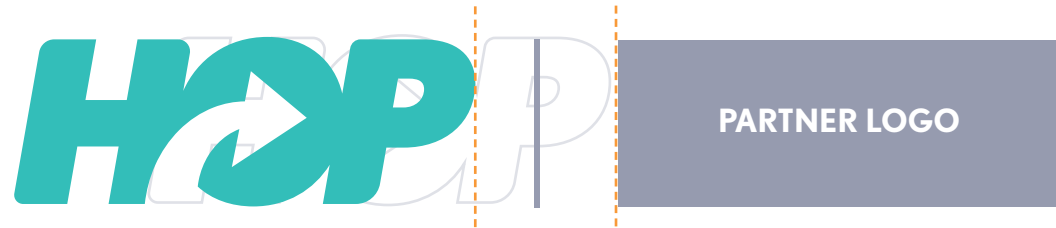


For use on any of the brand colours or on a colour-treated (duotone) background such as a photo and for clothing eg polo shirts, t-shirts.



PARTNERS

When there is a need to display the HOP logo with one or more partners, the partner lock-up should be used.



Spacing equivalent to the width of the ascender of the P either side of the divider



LOGO USAGE



- ✓ Leave space equivalent to at least the width of the base of the H around the logo



- ✗ Don't place the logo too close to other elements in a layout or cover the logo



- ✓ The white (reverse) logo can look effective against photographic images or darker backgrounds



- ✗ Don't distort or place text or other images over the top of the logo or apply extra styles

STRAPLINES

The HOP brand makes it easy to adapt the logo to different aspects of the organisation's work.

This flexibility will add value into the future as the brand can be extended to meet the requirements of new ventures and projects.

There are no specific rules governing use of logo-strapline combinations as it will depend on each scenario however straplines should be set in Nobel Black Italic and use combinations of the HOP brand colours.



HOP INTO APPRENTICESHIPS

The logo features the word 'HOP' in a dark blue, bold, sans-serif font with a white arrow pointing right through the letter 'O'. To its right, the words 'INTO APPRENTICESHIPS' are written in a smaller, orange, bold, sans-serif font.

HOP INTO WORK EXPERIENCE

The logo features the word 'HOP' in a bold, orange, sans-serif font with a white arrow pointing right through the letter 'O'. To its right, the words 'INTO WORK EXPERIENCE' are written in a smaller, dark blue, bold, sans-serif font.

HOP INTO LEARNING

The logo features the word 'HOP' in a bold, dark blue, sans-serif font with a white arrow pointing right through the letter 'O'. To its right, the words 'INTO LEARNING' are written in a smaller, teal, bold, sans-serif font.

COLOURS

Colours have been selected to provide consistency of look and feel across digital and printed materials.

The primary colour should be used for headlines and backgrounds and secondary colours and tints can be used for accents.

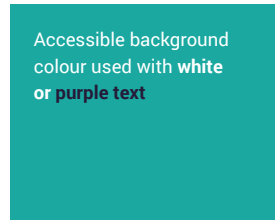
All colours can be used for photographic dutones.

Where more than one communication piece is being created, it is acceptable to use a secondary colour. An example of this is the flyers for employers and career explorers. See Page 17.

The specified web colour combinations will ensure that text is readable by visually impaired users and complies with WCAG 2.1 (AA) recommendations.

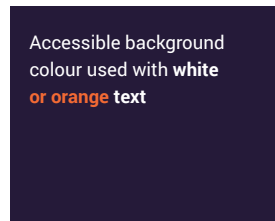
Percentage tints of the colours may be used where appropriate although care should be given to ensuring adequate colour contrast on digital channels.

PRIMARY COLOUR

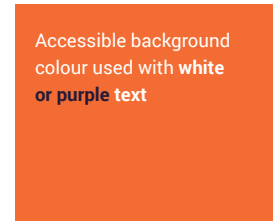


#00A39E
R0 G163 B158
C80 M10 Y40 K0

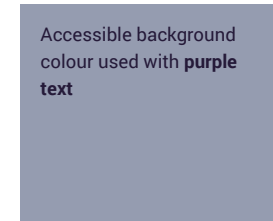
SECONDARY COLOURS



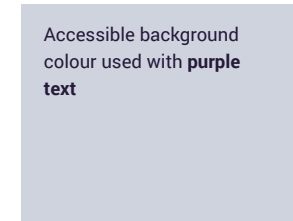
#2F223A
R47 G34 B58
C80 M90 Y40 K50



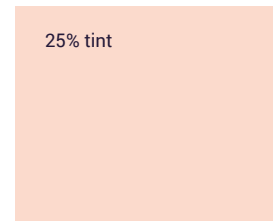
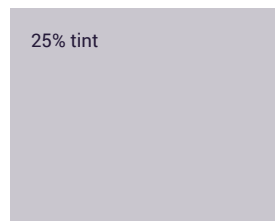
#FD621D
R250 G100 B30
C0 M70 Y90 K0



#A0A4B8
R160 G164 B184
C40 M30 Y20 K5



#DADBE5
R220 G220 B230
C20 M15 Y7 K0



TYPOGRAPHY

Nobel Sans Black Italic set in uppercase pairs well with the logo and can be / should be used where straplines are needed.

Nobel Sans will work effectively for communications pieces in both digital and print.

For the web, Nobel is paired with Roboto, which is a highly readable font designed by Google specifically for web use.

Nobel should be used for short headings, subheadings and calls to action.

Roboto can be used for informative, long form copy, quotes and detail.

HEADLINES STRAPLINES CALLS TO ACTION

For high impact and getting attention

NOBEL SANS BLACK ITALIC

SUBHEADINGS PULLQUOTES DIAGRAMS & INFOGRAPHICS

For clarity and communication

NOBEL SANS BOOK

BODY COPY NOTES CAPTIONS

For detail and long form reading

Roboto Regular

IMAGERY

The house image style consists of a number of 'duotone' colour treatments using the HOP colour palette.

Consideration should be given to the overall 'feel' of images and the context of use.

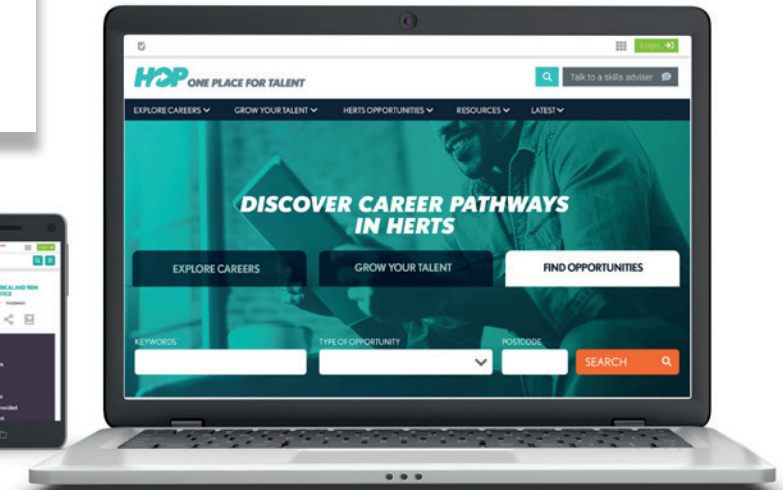
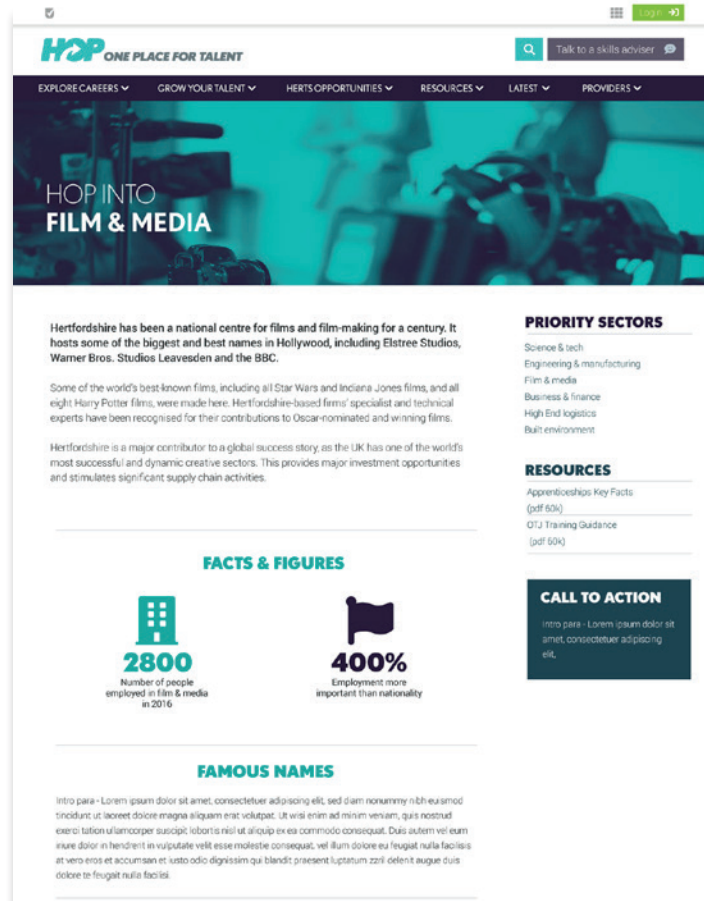
Imagery should ideally reflect the local environment, business, education and training and the people that live and work in Hertfordshire.



EXAMPLES

WEBSITE

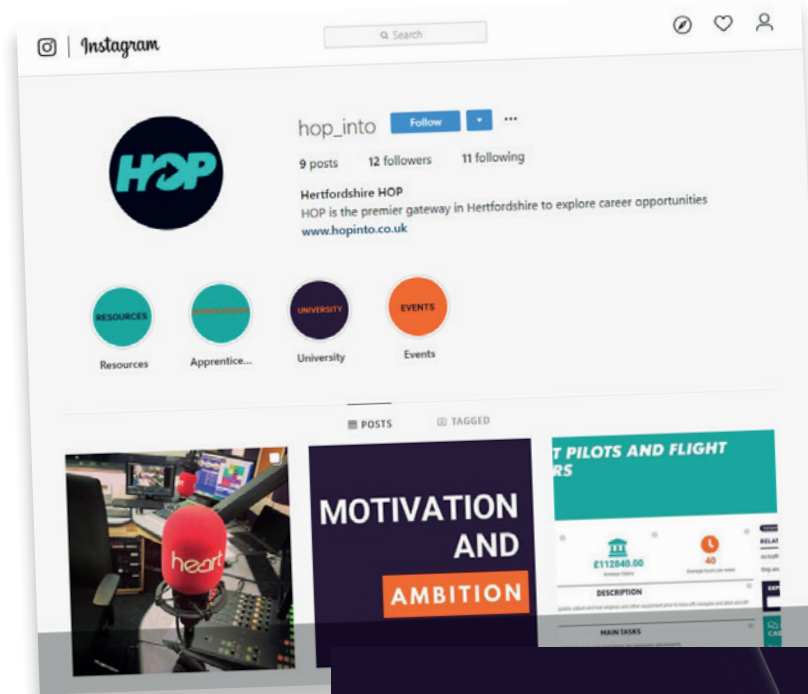
The HOP website template has been designed to allow editors to create new content that adheres to the HOP brand, with options for colour formatting and fonts embedded for key headings etc.




SOCIAL MEDIA

Our social media logo (and application button icon) holds our 'HOP icon'. It should only be used in social media or for physically launching an application.

In addition to the icons, this page provides some example visual guidance for the publication of various types of information such as quotes, statistics and facts.



“ PAID INTERNSHIPS ARE A BRILLIANT WAY TO EARN WHILE YOU LEARN. YOU CAN TEST OUT IF THE CAREER YOU HAD IN MIND REALLY IS THE ONE FOR YOU. ”



FIRST NAME
JOB TITLE | ORGANISATION

EVENT & PROMOTIONAL MATERIAL

Material which promotes HOP should feature the logo prominently for maximum brand awareness.

Handout leaflets or other supporting material should be consistent with the theme.



FLYER EXAMPLE



EMAIL SIGNATURES

THE HOP email signature can be used by HOP stakeholders and staff.



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