

invest life



Brand Guidelines

November 2024 V1.3

#fifemeansbusiness

Our logo

Our logo reinforces the Invest Fife core values which are; supporting the Fife economy; embracing change, nurturing and caring for people and businesses.



Logotype

The "Logo-type" should never be used on it's own.

Dots

The "Dots" can be used on their own as a graphic device

The Cradle

The "Cradle" can be used on it's own as a graphic device

The logo consists of 3 parts.
The logotype
The Dots
The Cradle

Do not attempt to recreate the logo. Please always use source files by contacting the Invest Fife Economic Development Team.

Leave space

To create impact and legibility it is important that the logo sits in it's own space.

CLEAR SPACE

No other graphic device should enter the clear space area. As a guide, use the x-height as your exclusion area
1x space top and bottom and 2x space to the sides .



SAFE DISTANCE

This is similar to 'Clear Space' but relates to positioning in a layout, stationery, brochures etc.



Restricted use of our logo

There may be occasions where restrictions might apply and the logo needs to be reproduced in a single colour or even reversed out of a background, for example press adverts, in-house stationery, or where the colour logo may not reproduce clearly etc. The examples below show how this should be achieved.



invest life



Keep the mono usage to solid Black or Dark Blue if possible



invest life



20mm
invest life

Minimum size is ideally 20mm



Reversed out of the IF gradient

Do's and Dont's

Do use the branding creatively but the logo should always stay in it's original proportions . Don't break up, squash or use the logo inappropriately. Give the logo room to breathe, don't be afraid to leave some space!



Do not change the aspect ratio of the logo (do not squash or elongate)



Do not use the logo without the cradle mark

Do not rotate or skew the logo



Do not place the logo against another colour or place inside another shape



Dont's use colours outside the IF colour palette



Do not place .JPG files against the gradient. Use the reverse .EPS or .PNG



This is the preferred option and should be used against white where possible



Reversing the logo out of the IF gradient or a solid, strong colour from the IF palette



Simple Black or Dark Blue



Use a rich black or match to surrounding blacks where necessary so the tones are consistent

Our Typefaces

Our logo font is Baskerville Regular.

Our supporting typefaces are Museo Sans, or where this is not possible then either Helvetica Neue or Arial may be used.



Baskerville Regular

Headlines

Museo Sans

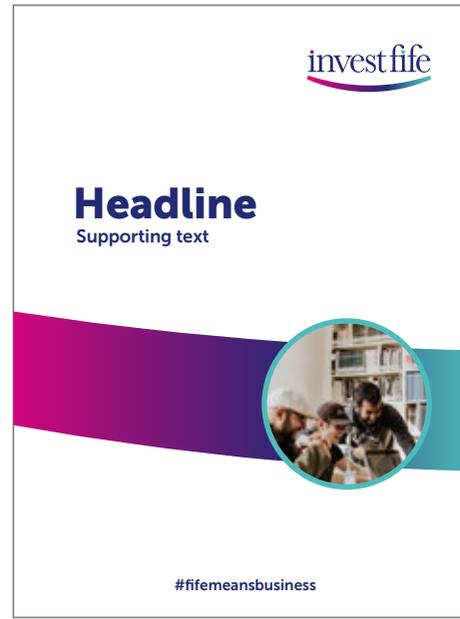
Museo Sans

Sub Headlines text

Tagging along

If possible, use Museo Sans 700 for the Fife means business strapline, if this is not possible use Helvetica Neue Bold or Arial Bold. Use the Invest Fife dark blue.

Additional text (e.g. hashtags or straplines) should be positioned in a way that does not make them look like they are part of the Invest Fife logo. They are not part of the logo and should appear separate.



Example layouts for brochure and leaflet covers

Example Title Slides for PowerPoint

Our colours

Our logo is created in full colour for use in traditional litho and digital printing and also in RGB for online/offline.

The colours are a representation of Fife’s lifestyle, economy, landscape and location. Purple for lifestyle, Blue for economy and Sea Green for location. The gradient is made up of these 3 colours shown below. The purple tones are created from the blend between Magenta (Pink) and Dark Blue.

PURPLE
C=65% M=100% Y=0% K=0
137 40 125 RGB
PANTONE 2415 C

invest life

0%
This colour should only be used in the gradient blend

PINK
100% Magenta
230 0 126 RGB
PANTONE 219C

64%

DARK BLUE
C=100% M=90% Y=0% K=25
33 44 114 RGB
PANTONE 2746C

100%
These values indicate the positions on the gradient slider in Adobe Illustrator/-Photoshop for recreating the IF Gradient.

SEA GREEN
C=65% M=0% Y=32% K=0
78 185 185 RGB
PANTONE 3252C

Logotype is Dark Blue, the dots are Purple and Sea Green.

Our colour palette

Our primary palette of colours are strong and confident and represent our location, lifestyle, business and investment opportunities.



PINK

230 0 126 RGB

#E6007E

C=0% M=100% Y=0% K=0



PURPLE

149 27 129 RGB

#951B81

C=50% M=100% Y=0% K=0



DARK
BLUE

33 44 114 RGB

#212A72

C=100% M=90% Y=0% K=25



SEA
GREEN

78 185 185 RGB

#4EB9B9

C=65% M=0% Y=32% K=0

SECONDARY COLOURS

Our colour palette

Use these colours to complement the Core colours and to add interest and pace to graphics. These colours should not be used in place of the Core colours but in addition to them.



SKY
BLUE

16 168 212 RGB
#00A9E2
C=74% M=12% Y=0% K=0%



VIOLET

119 101 170 RGB
#7765AA
C=62% M=64% Y=0% K=0%



DEEP
PURPLE

102 36 131 RGB
#662483
C=75% M=100% Y=0% K=0%



GREEN
GREY

76 86 92 RGB
#4C565C
C=67% M=50% Y=45% K=40%



BRIGHT
GREEN

99 179 57 RGB
#63B339
C=65% M=0% Y=95% K=0%



MIST
GREY

210 215 224 RGB
#D2D7E0
C=10% M=5% Y=0% K=14%

Our colour palette

Use these colours sparingly and in small amounts. The Core colours should be used first, then the Secondary colours and only if additional colours are needed should you use these.



229 0 70 RGB
#E50046
C=0% M=100% Y=60% K=0%



122 17 67 RGB
#7A1143
C=0% M=100% Y=0% K=60%



225 129 8 RGB
#E18108
C=0% M=60% Y=100% K=0%



0 96 151 RGB
#006097
C=100% M=57% Y=20% K=0%



52 126 125 RGB
#347E7D
C=65% M=0% Y=32% K=50%



174 170 141 RGB
#AEEA8D
C=0% M=0% Y=30% K=50%

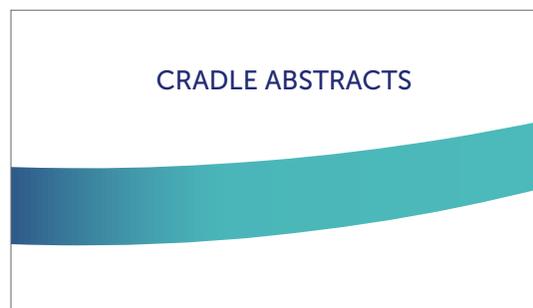
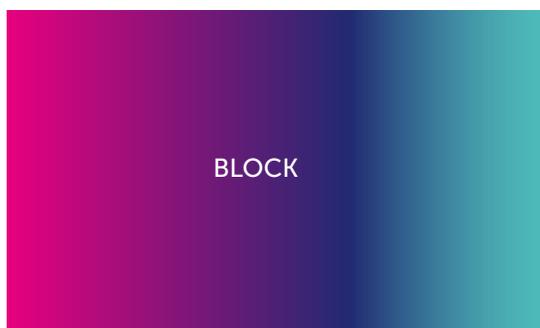


236 102 59 RGB
#EC663B
C=0% M=70% Y=80% K=0%

Using the gradient

The gradient is the most distinctive element of the Invest Fife branding. Use the gradient creatively but always refer to the correct slider positions referenced on page 6.

EXAMPLES

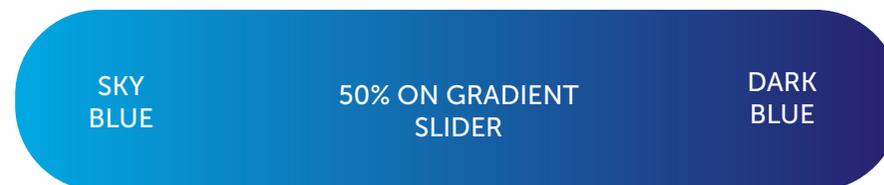


Key Sector gradients

INVEST FIFE CORE GRADIENT



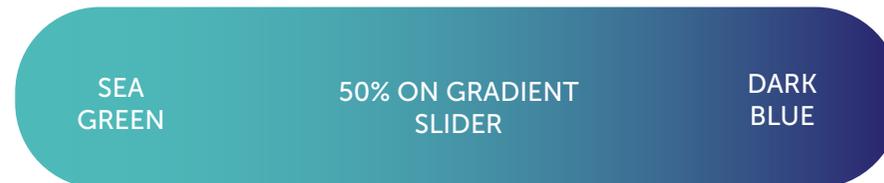
FINANCIAL & BUSINESS SECTOR GRADIENT



TOURISM SECTOR GRADIENT



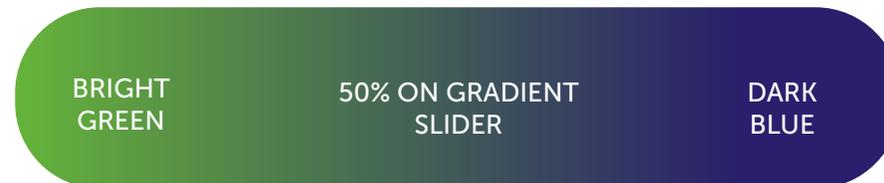
MANUFACTURING GRADIENT



FOOD & DRINK SECTOR GRADIENT



ENERGY INDUSTRIES GRADIENT



Be iconic

Use the following icons to support and represent our Key Sectors, Sub Sectors and other business activity.



Key Sectors

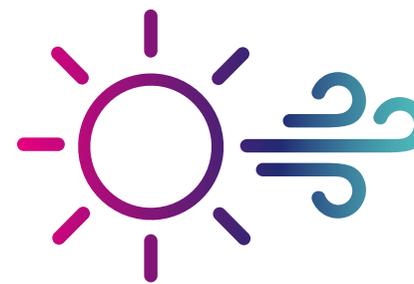
Invest Fife has 5 Key Sectors



TOURISM



FOOD & DRINK



ENERGY INDUSTRIES



FINANCIAL & BUSINESS SERVICES



MANUFACTURING

Inward Investment

Use these icons to represent general inward investment



INVEST



LOCATE



GROW

Tourism



LOCATION



HOTELS



ENTERTAINMENT



BOOKING



TRAVEL



SPORT



COASTLINE



WALKING



BRIDGES



GOLF

Food & Drink



RESTAURANTS



QUALITY



LABELLING



SEAFOOD/FISH



RECYCLE



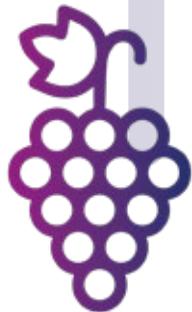
RESTAURANTS



BAKING



BARS & PUBS



FRUIT/GROCERY



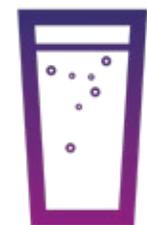
PROPERTY



CHECKLIST

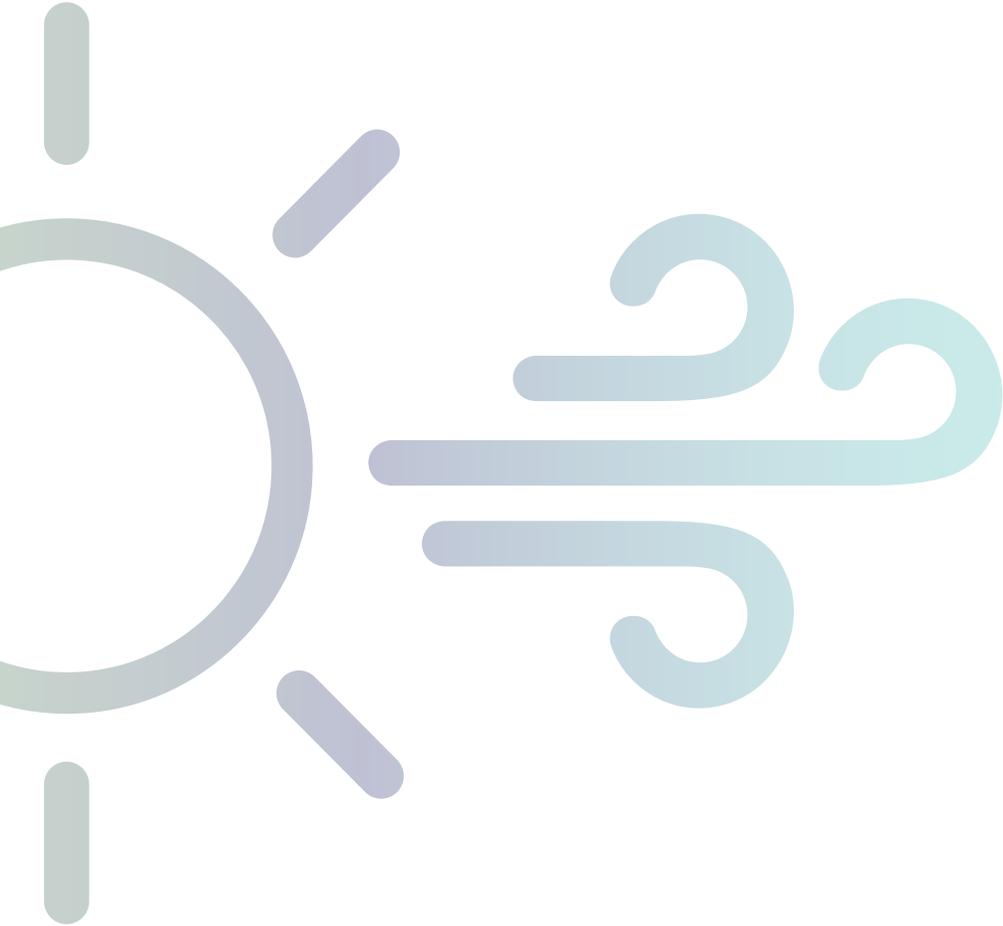


DISTILLING



BREWING

Energy Industries



GREEN ENERGY



WIND



WAVE



HYDROGEN

Financial & Business Services



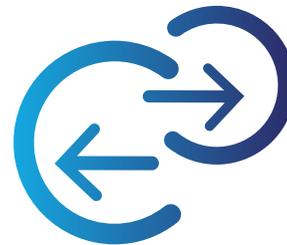
MOBILE
BANKING



INTERNET
BANKING



GLOBAL
BANKING



PROCESSING
PAYMENTS



CURRENCY

Manufacturing



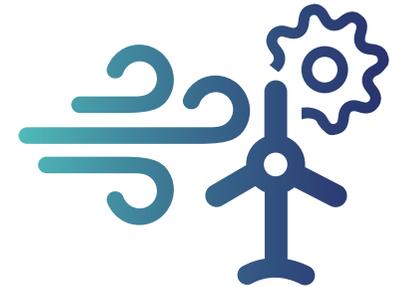
DEFENCE



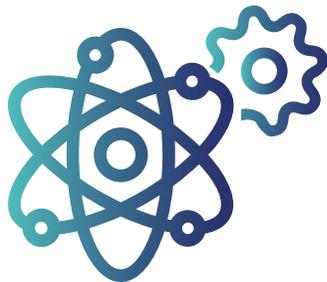
MARINE



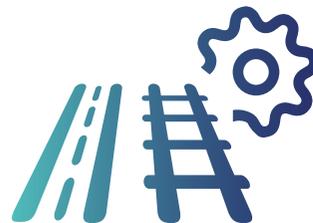
INNOVATION



RENEWABLES



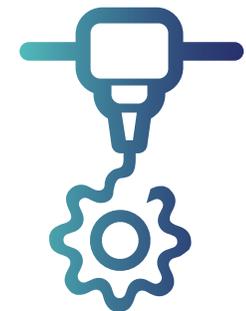
ADVANCED
MANUFACTURING



TRANSPORT



INDUSTRY 4.0



3D PRINTING

Working with the Fife Council logo

Invest Fife is an investment initiative supported by Fife Council and works in partnership with Scottish Enterprise and Scottish Development International. Invest Fife should always be the lead brand on all investment material.

WAYS TO REPRESENT THE PARENT BRAND

Fife Council is the parent brand. However, Fife Council has its own separate branding and identity and this should never be mixed with the Invest Fife Brand. Its inclusion on Invest Fife material should always be as a supporting or endorsing partner or as part of a key stakeholder combination.

Examples of brochure covers



Brochures and marketing material that specifically cover Invest Fife key sectors and support proposals, should only show the IF logo and branding



Back covers can show the Fife Council logo reversed out of the footer with the explainer statement (boilerplate)



Alternative option



Working with key stakeholder logos

Key stakeholders include Fife Council, Scottish Enterprise, Scottish Development International, Scottish Government and Business Gateway. One or all logos can be used depending on stakeholder involvement.

WAYS TO REPRESENT STAKEHOLDERS

Key Stakeholder "multi-combo" logostrip

At least 2x spacing between logos



Preferably show stakeholders on a horizontal line so that no one logo has prominence Fife Council should always be first, followed by Invest Fife. one or more stakeholders can be displayed alongside the Invest Fife logo

Alternative option (reversed out)



PowerPoint Examples



Ideally all key stakeholder logos should appear against a white background. Use good quality .jpps (against white only) or .PNGs



Fife Council is the only key stakeholder logo that may appear on the same level as Invest Fife but the Invest Fife branding should be primary.

Working with Teams (templates)

The example template layouts below may be adopted for internal and external communications. Use the cradle device to create interest and dynamic. Choose images that suit the subject and complement the Invest Fife branding. Use the 'dots' to highlight Call To Actions.

A4 PROPERTY & LAND PARTICULARS

1/3 A4 LEAFLET/ BANNERSTANDS

A5 LEAFLET

Sample layouts

Digital/online

WEBSITE



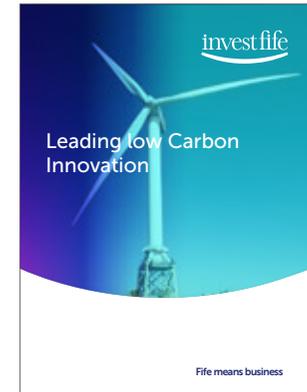
Sample layouts

Digital/print

POWERPOINT SLIDES



BROCHURE COVERS & SPREADS



Making a point

When text or statistics require more prominence, then this can be achieved by reversing out of coloured circles. Use the solid colours in the IF palette but not the gradient.

Investing in growing food & drink businesses in Fife

Invest Fife Support Overview

Fife Council and Invest Fife provide an excellent support package for your fledgling food & drink business.

With a dedicated project team, including an account manager and a nominated planning officer, Invest In Fife can provide the support your business needs to get started.

What we can do for your business?

Finding the ideal property solution for your business

Fife offers a variety of established properties, as well as land available for new developments.

We can also help your business through the planning process.

Over 90 Awards Investments

Over £41M invested

Supporting over 3000 jobs

Advice on financial assistance
Regional Selective Assistance (RSA) aimed at helping projects that will create or protect jobs in Scotland.

Training & recruitment support
Companies locating in Fife can also benefit from recruitment, selection and training support

through Fife Council's Opportunities Fife and Employability Team.

Transportation
Liaison with public transport providers to establish new services

Stakeholder Management
Experience in liaising with communities regarding sensitive projects

Fife means business

Example layout

**Be bold.
Get your point
across**

**Emphasise
statistics or
quotations**

Socially acceptable

Be consistent online. This reinforces your brand message. Check the most up to date dimensions for Linked In, X (formerly Twitter) and You Tube. Cropping can occur especially for responsive and mobile versions so be careful not to use too much text, keep it visual.

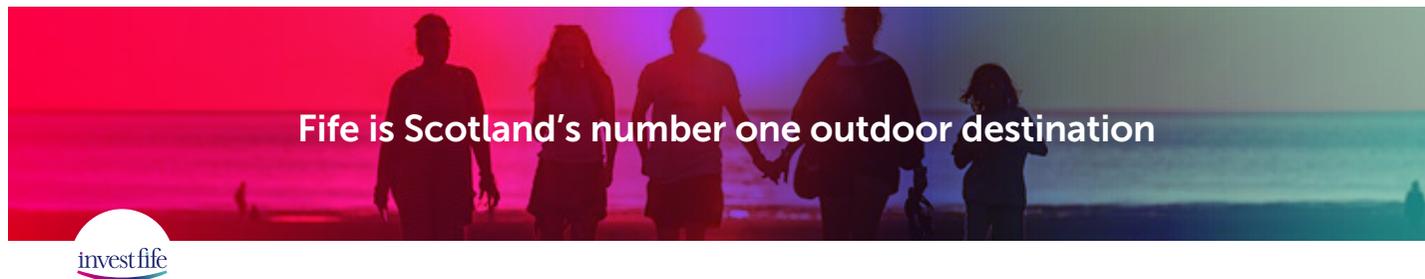
X
COMPANY
BANNER



LINKED IN
COMPANY
BANNER



YOU TUBE
CHANNEL
BANNER



Social media crops and resizes so be sure to use the correct dimensions and to test your banners and images first

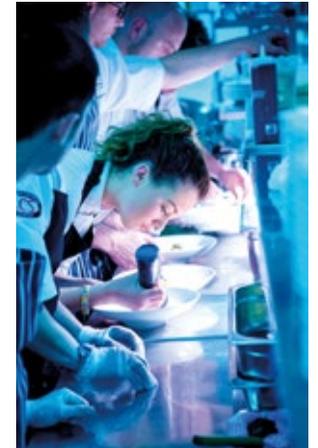
Photographic styles

When choosing stock images, try to pick images with colours or hues sympathetic to the IF gradient or Key Sectors and if possible, try to be diverse with images of people. Choose strong sector relevant imagery or images that reflect the IF core values. Commissioned photography should always be procured from a professional. Image masks can be circular, blocked or abstract sections of the cradle shape.

CRADLE MASK



BLOCK MASK



CIRCLE MASK





Thank you for respecting our brand. If you have any queries please contact invest Fife.

fifemeansbusiness@fife.gov.uk

#fifemeansbusiness

Working with Teams (logos)

Each team can use the Baskerville Regular font to identify their particular Team. The Culture of Enterprise Team has it's own sub-branding. The hierarchy of Invest Fife logos is shown below.

PRIMARY LOGO



COMBO LOGO



For property particulars or in situations where Fife Council is the lead organisation please use the combo logo

INVEST FIFE TEAMS



Use the Invest Fife logo with the 'Team' name typeset in Baskerville Regular

CULTURE OF ENTERPRISE

