



# Big Norfolk

## Holiday Fun

### **Brand Guidelines**

Use and positioning of logos  
for Norfolk County Council  
and commissioned partners.



# Logo

The Big Norfolk Holiday Fun logo is made up of seven different colours in the word 'Norfolk', representing the seven different districts in Norfolk.

The position of the text in the logo are fixed and must not be altered. There is also an invisible area of clear space around the logo to strengthen its impact.

Please see page referring to use of logos with Partners for more details on combined use.

The Big Norfolk Holiday Fun logo should only be used on NCC documentation or digital materials where Norfolk County Council branding is already explicitly shown. **In any cases permission should be sought from the Communications team for approval of use.**

## Minimum size:

There is a minimum size usage for each variation of the logo. Please follow these in your designs.

The landscape logo should not appear smaller than **7mm** in height.

Only in exceptional circumstances, and with the prior agreement can a smaller version of the logo be used.

01



Minimum size



## Exclusion zone

The logo requires space around it in order to maximize its visual presence. An exclusion zone around the logo prevents any graphic element from interfering with its integrity.

The guidelines opposite show the logo exclusion zone for the logo.

Please ensure no other graphic elements or text are placed within these zones.



## Logo colour versions

**The Big Norfolk Holiday Fun logo should only be reproduced in the colour ways shown here (Full colour, monochrome and white).**

Different versions of the colours should not be used. If a supplier cannot match these colours precisely, then a black logo or white reversed out version must be used.

If using the logo on a light coloured background use the full colour version, if using on a darker background use the white version.

When reversing the logo white out of a background colour or image, always make sure that the background is dark enough not to cause problems with visibility or legibility.

All the logo colour versions shown here are can be supplied as digital files.

Full colour



Monochrome



White



# Using the right logo

**It is very important to use the correct format of logo for the item you are producing. Failure to do so may result in a variety of problems, such as loss of quality or very large file sizes.**

## File formats:

EPS (vector) files can be enlarged indefinitely without loss of quality. They are appropriate for most print applications.

JPEG/PNG files are best used in web applications.

## Colour versions:

- |              |  |
|--------------|--|
| <b>CMYK</b>  | This version is for print applications where 4 colour process is used. |
| <b>Black</b> | For black-only printing or printing black from 4 colour process.       |
| <b>White</b> | For reversing white out of an image or coloured background.            |
| <b>RGB</b>   | This version is for on screen applications.                            |

01 - BNHF-Logo-FullColour.eps



02 - BNHF-Logo-Black.eps



03 - BNHF-Logo-White.eps



# Using the logo with NCC

**Please use the logo alongside the Norfolk County Council logo.**

Where using the logo with other partners please note the exclusion zone and positioning.

If your organisation is external to Norfolk County Council please contact the NCC communications team for permission to use the Norfolk Fostering logo at [pressoffice@norfolk.gov.uk](mailto:pressoffice@norfolk.gov.uk).

01



02



# Rules of use

The logo must never be altered. All logos must be reproduced from master digital artwork.

The logo must always be used in accordance with the guidelines set out for brand colours, exclusion zones, size and proportion.

**Colour:**  
Do not change the colours of the logo. Only use the colour variations outlined in these guidelines.

**Outline:**  
Do not create or use an outline version.

**Proportions:**  
Do not stretch, distort or rotate the logotype.

**Effects:**  
Do not modify the logo with effects such as 3D rendering or drop shadows.

Colour



Outline



Proportions



Effects



# Logo Variation

**Filson Soft** is the typeface used in the logo.

The weight used in the logo **Filson Soft Black Italic**

**Filson Soft Black Italic** is freely available for commercial use through Adobe fonts.

The 'i' in fostering has been altered to omit the dot in the word 'fostering'.

Full colour



Monochrome



White





# Brand colours

**Logos:**  
When used in colour the Norfolk Fostering logo should always appear in yellow and pink (using the precise references indicated opposite).

Depending on the method of reproduction the logo must use one of the colour references opposite. Accurate reproduction of this colour is vital.

**CMYK Values**  
These indicate an accurate match to the equivalent colours when printing in four colour process.

**RGB Values**  
When any of these colours are reproduced on-screen (eg in digital presentations or internet), they should be created with the appropriate RGB colour values shown here.

## 01 Colours



C94, M87, Y28, K19  
R51, G51, B102

C88, M50, Y0, K0  
R0, G111, B183

C73, M0, Y38, K0  
R29, G179, B174

C42, M9, Y99, K0  
R170, G189, B28

C0, M80, Y95, K0  
R233, G78, B27

C0, M88, Y75, K0  
R231, G57, B57

C0, M74, Y33, K0  
R236, G98, B124

C72, M78, Y0, K0  
R102, G74, B153

C76, M18, Y7, K0  
R2, G16, B210

C73, M18, Y38, K25  
R28, G147, B142

C73, M0, Y100, K0  
R69, G172, B52

C0, M50, Y100, K0  
R243, G146, B0

C15, M100, Y90, K0  
R190, G22, B34

C0, M88, Y39, K0  
R233, G66, B105

C75, M100, Y0, K0  
R102, G36, B131

## 02 Gradients



# Brand Typography

**Filson Soft** is the typeface used in the logo.

The weights used in the Big Norfolk holiday fun branding are:

**Filson Soft Heavy**

**Filson Soft Black**

**Filson Soft Bold**

Filson Soft Medium

Use of weights:

**Filson Soft Heavy - Main text**

**Filson Soft Black - Call to action**

**Filson Soft Bold - Secondary text**

Filson Soft Medium - All other text

**Filson Soft** is freely available for commercial use through Adobe fonts.

## Filson Soft

### Filson Soft Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Filson Soft Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Filson Soft Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Filson Soft Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# Brand Elements

The Big Norfolk Holiday Fun branding consists of the following:

- Logo
- Typography
- Bold colours
- Dotted line with paper aeroplane
- Location pin
- Positive imagery of children participating in activities

Combining these elements correctly creates the Big Norfolk Holiday Fun branding.



# Brand Examples

Example of how the branding can be used in printed formats such as posters and letters. Digital examples are also included such as social media posts and Google ads.

All design work that is created with the Big Norfolk Holiday Fun branding must have approval from Norfolk County Council before use.



**Big Norfolk Holiday Fun**

**FREE Big Norfolk Holiday Fun scheme for 5-16 year olds**

Do your children receive means tested free school meals? **This is for you!**

Keep your children busy and active over the summer holidays with our fun packed programme of activities happening near you. They'll also receive a healthy lunch too.

**Don't delay. Book up today!**

There's something to keep everyone busy. Choose from:

- sports and fitness
- arts and crafts
- theatre and drama
- music and dance
- outdoor games

**Book your kids on the activity scheme in 3 simple steps**

1. Sign up for your code online by scanning the QR code with your mobile phone
2. Choose your favourite activities [www.norfolk.gov.uk/holidayactivities](http://www.norfolk.gov.uk/holidayactivities)
3. Use your booking code to book your child into an activity. 16 days of activities per child.



 



**Big Norfolk Holiday Fun**

**Big Norfolk Holiday Fun – Summer scheme launching soon!**

We wanted to say a huge thank you for your support in helping us make the Big Norfolk Holiday Fun Easter activity programme a success back in April. A total of 7000 vulnerable families were able to access the activity boxes and an online programme of music, cookery, and craft, as well as over 500 attending face to face activity sessions in select schools.

Almost 60% of parents said they found out about the free scheme via their child's school and we really appreciate your ongoing help in identifying those children who are eligible to take part in the holiday programme.

Our Big Norfolk Holiday Fun summer activity programme for children will be launching in early July and we wanted you to know that plans are very much underway for the school summer holiday offer.

There will be a wide range of activities to encourage children to be more active during the summer holidays as well as sessions involving arts, music, cookery, and other specialist interests. All activities are planned to be face to face and will take place at local venues.

We'll provide you with information and letters to send home to parents when the programme is open for booking in early July. Parents will need to register online and they'll receive a unique booking code which they can use when booking the activities for their children.

The Big Norfolk Holiday Fun programme is a Department for Education funded programme that delivers free healthy and enriching activities during the school holidays for children and young people whose families are eligible to receive free school meals. The scheme will run during the Summer holidays and during the Christmas holidays too.

If you have any questions about the scheme please do get in touch by emailing the team at [bhnf@norfolk.gov.uk](mailto:bhnf@norfolk.gov.uk)

Kind regards

  
**Chris Snudden**  
Direction of Inclusion and Learning





# Big Norfolk Holiday Fun

Artwork is available from the Communications team.

Where any requests are made for the logo they should be directed to the Communications team by emailing [commsrequest@norfolk.gov.uk](mailto:commsrequest@norfolk.gov.uk)

Any technical artwork queries should be directed to [graphicdesign@norfolk.gov.uk](mailto:graphicdesign@norfolk.gov.uk)



Norfolk County Council

