

Dorset Local Enterprise Partnership

Communications Guidance – LGF

September 2020

Communications Guidance

This section provides clear guidance of the branding and publicity requirements of Dorset Local Enterprise Partnership (Dorset LEP). This document also sets out the process for Local Growth Fund (LGF) press and communications which Dorset LEP and all LGF projects must adhere to.

It is the user's sole responsibility to ensure they fully comply with the guidelines set out in this document. If users are unclear about any aspect of the guidelines, they are very welcome to seek advice and clarification from the Dorset LEP team – details below.

The Dorset LEP brand

Talking about us

After the first mention of Dorset Local Enterprise Partnership, our name may be shortened to 'Dorset LEP' as appropriate. Please do not use 'DLEP' or 'LEP' and note 'The' should not be used as a prefix.

Documentation

You must use our primary logo on any documentation, websites or published reports produced in connection with projects funded by Dorset LEP, in line with the criteria for using our logo set out below.

On all formal documentation, externally or internally produced, our logo should appear on the first/front page, positioned in the top right corner or large in the top centre of the page. Please do not use our logo within a Word document's page header/footer as this will give the logo a faded appearance which is not in line with the brand. Our logo does not have to appear on each page of a document but if you choose to do, and when using page numbers, these should not appear in the same space as where the Dorset LEP logo is positioned.

Brand guidance

Dorset LEP Communications team hold a comprehensive set of brand guidelines, including additional logos, our font and colour palette. If these are required, please contact the Dorset LEP Communications team with details of materials you wish to create.

Connecting with us

Our official accounts:

Social Media	Handle, Hashtag, Account, Page, Group
Twitter	@DorsetLEP, #DorsetLEP
Instagram	dorsetlep, #DorsetLEP
LinkedIn Page	Dorset LEP
LinkedIn Closed Group	Dorset LEP Community

Publicity

Dorset LEP must be notified and given at least two weeks' notice to comment on any external communications where:

- Dorset LEP is quoted
- Dorset LEP has provided funding for a project.

Press releases

Press releases must include the following description:

Dorset Local Enterprise Partnership is a business led private and public sector partnership, promoting local economic growth and prosperity. Dorset LEP deliver projects that support and develop infrastructure, housing, skills, enterprise and business growth to achieve long-term economic benefit for all in Dorset. For more information visit the Dorset LEP website <http://www.dorsetlep.co.uk/>

Local Growth Fund (LGF) press and communications

All LEPs are expecting to use government branding to help promote projects funded via the Local Growth Fund and other UK government funded projects, and collaborate on external communications opportunities.

LEPs will ensure that:

- The Ministry of Housing, Communities and Local Government (MHCLG) is given advance notice of announcements (2 weeks) to allow quotes to be arranged for any media releases.
- The Local Growth Fund description is inserted into media releases after Dorset LEP press release text above (see statement below).
- Ministers (MHCLG, the Department for Business, Energy and Industrial Strategy (BEIS)), and other relevant policy departments, are invited to landmark events.
- For projects in receipt of Local Growth Fund allocations, the HMG logo must be used in all marketing and promotional materials.

Strategic press releases regarding Local Growth Fund projects must include the description detailed below:

Local Growth Fund

Local Enterprise Partnerships are playing a vital role in driving forward economic growth across the country, helping to build a country that works for everyone. That's why by 2021 Government will have invested over £12bn through the Local Growth Fund, allowing LEPs to use their local knowledge to get all areas of the country firing on all cylinders. Analysis has shown that every £1 of Local Growth Fund invested could generate £4.81 in benefits.

LGF Communications Process

Stage	Process	Actioned by:
1	Recognise that a key milestone will be reached	Project Contact
2	Contact Dorset LEP with relevant milestone information	Project Contact
3	Dorset LEP will draft press release and seek quote approvals	Dorset LEP
4	Approve draft press release sent by Dorset LEP	Project Contact
5	Dorset LEP share finalised press release online and with media contacts	Dorset LEP

1. A key milestone is approaching e.g. project work is set to start. Key milestones will be outlined in the project programme, and in the grant agreement upon commencement of project. Please refer to this grant agreement to be clear with specific project milestones.
2. At least three weeks before key milestone the project sponsor must contact Dorset LEP Programme Manager and Communications Manager. Sponsor must supply Dorset LEP with relevant milestone information/facts about the key milestone.

3. Within two weeks Dorset LEP will draft the press release. This will include:
 - Information about the project and key milestone
 - Suggested quote from project sponsor
 - Quote from Dorset LEP Chair
 - Quote from government representative (Area Lead)
 - Adhere to full LGF branding guidelines. These guidelines state conditions such as a slug text inclusion on all press releases, social media regulations and logo usage.
4. Dorset LEP will send the draft press release to the project sponsor to check the content and approve from their position. This will include the project sponsor seeking quote approvals from project representatives, as appropriate.
5. Project sponsor must allow 11 working days, starting when the draft press release is shared, for a Dorset LEP approved draft as Dorset LEP work to seek approval for quotes from the Chair and government.
6. Approved press release will be circulated with project sponsors and government. The release will be posted within a news article on the Dorset LEP website. A tweet will then be posted which links through to the news article. The press release will also be emailed to Dorset LEPs extensive media contacts list.

Other press activities, other than press around agreed key milestones, are at the discretion of the project sponsor. However, these surrounding press activities must be within the terms of the guidelines set out within this document, i.e. where Dorset LEP is quoted or mentioned.

Our logo

Our logo represents the essence of Dorset LEP, which is a business led partnership supporting the economic growth and prosperity of Dorset. The circular symbol represents the concept of linking the sectors of Dorset together in partnership, and the clear and corporate style font is designed to represent the business led ethos and nature of our organisation.

In order to ensure a harmonised visual identity for information and communication operations, users of the Dorset LEP logo are required to display the logo in the correct form and presentation in all correspondence and activity related to Dorset LEP.

Please note the other variations other than the primary logo are considered backups for specific communications/creativity purposes if required, and that unless you request otherwise, you will only be supplied with the primary version of the Dorset LEP logo.

When to use our logo

- Websites
- Newsletters
- Press Releases
- Internal documentation
- Emails
- Signage
- Digital Signage
- Any other published materials as relevant.

Placement and sizing of our logo

The logo should always remain proportionally large on the design to convey a bold, confident impression. When Dorset LEP is involved in a project the logo must appear in the top left corner of all materials produced by Dorset LEP or partner. The logo must be clearly readable, correctly positioned, clean and professional.

Additional project/partner/government logos may appear proportional and adjacent to the Dorset LEP logo which should remain in the top left.

The correct sizing for our logo on typical sized literature:

Page Size	Height	Width
A3	15mm	54.8mm
A4	12.5mm	45.7mm
A5	10mm	36.5mm
A6	7.5mm	27.4mm

Clearspace



The logo clearspace is defined by the width of the 'Dorset Local Enterprise Partnership' typography as shown in the image above. No other elements should be placed within this defined minimum clearspace.

What not to do



Do not horizontally scale



Do not vertically scale



Do not horizontally scale



Do not horizontally scale



Do not alter the colour of the elements



Do not make transparent



Do not use the colour logo when printing in black & white, use the black logo



Do not layer on inappropriate background

Requesting alternative logos

To use the Dorset LEP logo, please send your name, organisation, contact details, reason for use, format you would like (JPEG, PNG, EPS, VECTOR) to Dorset LEP's Communications team.

Key contacts

If you have any queries regarding any information supplied in this communications guidance please contact us using the contact details below and a member of the Dorset LEP team will be happy to help you.

Dorset LEP Communications team hold a comprehensive set of brand guidelines, including additional logos, our font and colour palette. If these are required, please contact the Dorset LEP Communications team with details of materials you wish to create.

We look forward to working with you.

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