

Brand documentation - V1.5

**UK
BUSINESS
FORUMS.**

REAL COMMUNITY WHATEVER YOUR BUSINESS. ■

Running your own business can be exciting and liberating. But some times it can also be stressful, lonely and full of those “am I doing it right?” moments.

We believe that a problem shared is a problem halved. And that’s why we’re here: to provide a platform to give honest and valuable answers to questions you can’t Google. Whether you’re a builder, web developer or dog walker, UKBF is a place where you can find advice from real people, based on their own real experiences. Giving peace of mind.

TONE OF VOICE

We are:

- POSITIVE
- PRACTICAL
- CONVERSATIONAL
- HONEST
- RELATABLE

DON'T

DO

POSITIVE

“You are prohibited from posting client or affiliate businesses in the directory. If your post breaks the rules, it will be removed.”

“Please be aware we don’t allow the posting of client or affiliate businesses in the directory. If you’d like to find out more, please visit our rules and help page.”

PRACTICAL

“Our directory is a great place to get your business noticed. To post in our directory, you’ll need to sign up to Full Membership. Full Membership gives you more options on the site than a regular membership, for only £30 + VAT a year. With Full Membership, you’ll be able to..”

“If you’d like to become a Full Member and post in our directory, please visit our [upgrade page](#). To find out more about posting in the directory, visit our guide [here](#).”

CONVERSATIONAL

“If you only require one year of Full Membership and have no intention of continuing your membership into a second year, you may cancel it as soon as your payment has been processed.”

“If you’d prefer to just buy a year’s membership (rather than starting a rolling subscription), that’s no problem. You can cancel your subscription at any point in your first year.”

HONEST

“All our development work is carefully prioritised as we work towards making UK Business Forums an even better place to be.”

“There’s a big list of changes and fixes we want to make on the site, but these things take time and, obviously, money.”

RELATABLE

“UKBF exists to empower entrepreneurs to achieve their goals and grow their startups.”

“UKBF is a place where you can find advice from real people, based on their own real business experiences.”

MAIN LOGO

UK BUSINESS FORUMS ■

LIGHT & MONO VERSIONS

UK BUSINESS FORUMS.

UK BUSINESS FORUMS.

UK BUSINESS FORUMS.

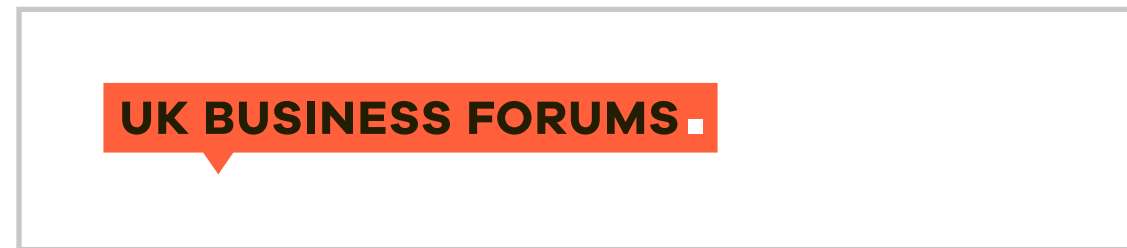
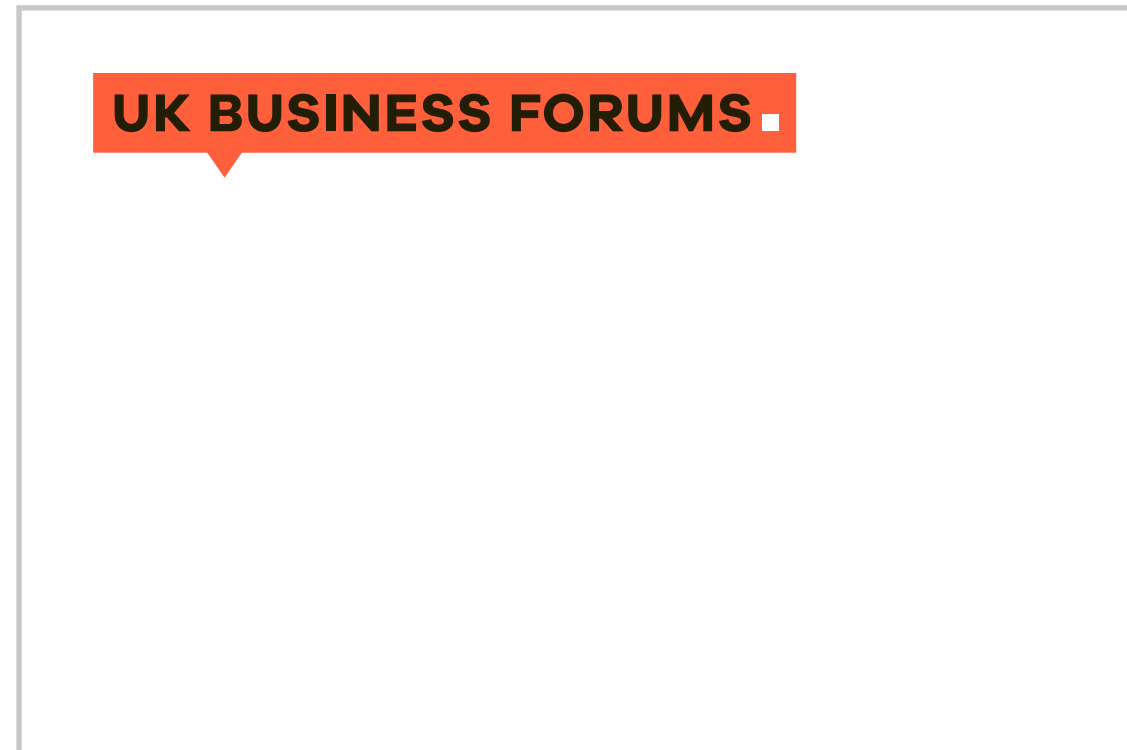
UK BUSINESS FORUMS .



**UK
BF .**

**UK
BUSINESS
FORUMS .**

WHEN TO USE WHAT LOGO



PRIMARY LOGO

The go-to logo. Should be used as long as there is enough horizontal space to accommodate it



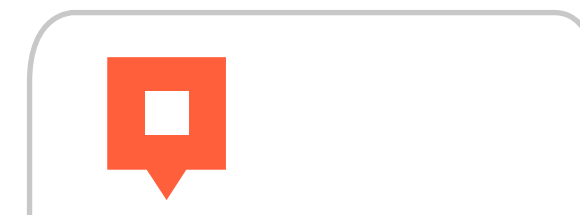
STACKED LOGO

The stacked logo should be used mainly in areas with limited horizontal space

ICONS



UKBF ICON
- Social media



UKBF ICON
- Favicon

TYPOGRAPHY

Use Galano Grotesque for headers
Source sans for body text

**Small business.
No nonsense.
Real community.**

**Real community
whatever your business.**

Real community for piano teachers.

01234

Spreadsheet hell

I started a new job as FD recently in a manufacturing/assembly business in the arts and crafts sector. Nice business and lovely people but my predecessor was a spreadsheet wizard who has developed an incredibly complicated series of spreadsheets to run the business, each with many links to many other complex sheets. Eg. the management accounts spreadsheet has approx. 30 tabs, some tabs have 3,500 rows, some columns extending out to DF and beyond. I did an ex...

TYPOGRAPHY - WEBSITE

Use Galano Grotesque for headers
Source serif for body text

Galano Grotesque, Bold, 26px, Sentence case, #231D04
Line height: 31, Paragraph: 31

Header 1 - Page titles

Galano Grotesque, Bold, 16px, ALL CAPS, #231D04
Character spacing: 1.1, Line height: 22, Paragraph: 31

HEADER 2 - SECTION TITLES

Galano Grotesque, Bold, 16px, Sentence case, #4A4A4A
Line height: 22, Paragraph: 31

Header 3 - Post header

Galano Grotesque, Medium, 14px, Sentence case, #4A4A4A
Line height: 20, Paragraph: 31

Header 4 - Post Subheader & User profile name

Source sans, Regular, 16px, Sentence case, #4A4A4A
Line height: 20, Paragraph: 14.5

Body

Source sans, Bold, 12px, Sentence case, #4A4A4A
Line height: 15, Paragraph: 6.4

Header 5 - Detail headers

Source sans, Regular, 12px, Sentence case, #4A4A4A
Line height: 15, Paragraph: 6.4

Body sml - Detail

MESSAGING

The messaging format is flexible, allowing for inclusivity. “Real Community” is a constant and “whatever your business” can be changed to specify a certain group of people.

The full stop at the end of the messaging acts a powerful way to bind thme all together and references the logo. Keeping continuity.

REAL COMMUNITY
WHATEVER
YOUR BUSINESS .

REAL COMMUNITY
FOR WEB DEVELOPERS .

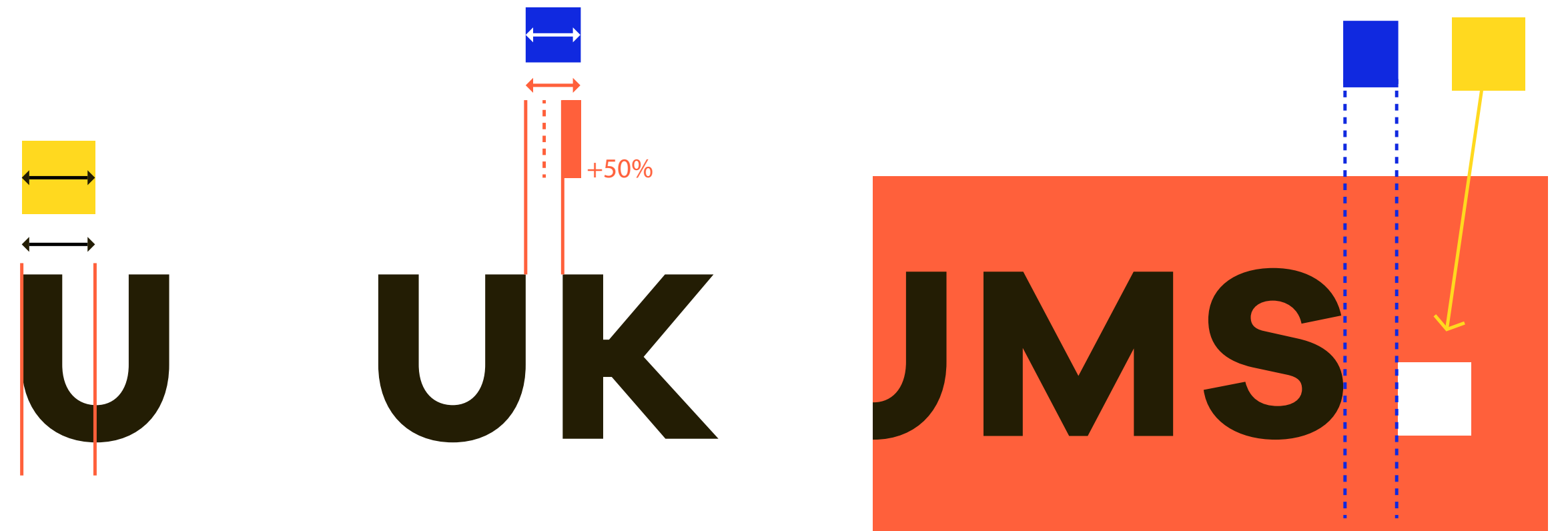
REAL COMMUNITY
FOR DOG WALKERS .

USING THE FULL STOP

The size of the full stop is defined by the size of the text it follows. It should be the same size as half the width of the “U” in UKBF.

The spacing from the last letter in the message to the full stop should be the same as the kerning plus an extra 50%.

For the logos this has been carefully measured, but for messaging this can be roughly estimated in order to save time.



REAL COMMUNITY
FOR DOG WALKERS ■

COLOUR



UKBF Red

#FF603B

R:255 G:96 B:59

C:0% M:73% Y:73% K:0%

Pantone: 1665 U



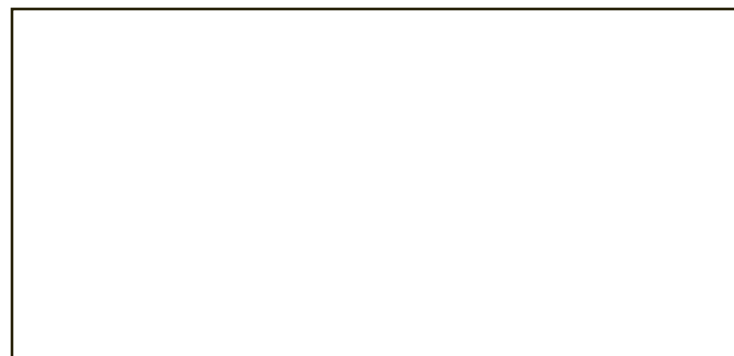
UKBF Black

#231D04

R:35 G:29 B:4

C:69% M:63% Y:74% K:82%

Pantone: Neutral Black U



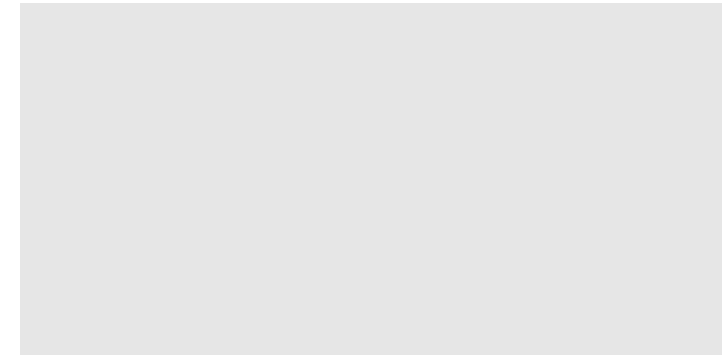
White

#FFFFFF

R:255 G:255 B:255

C:0% M:0% Y:0% K:0%

Pantone: 656 U



Light Grey

#E6E6E6

R:230 G:230 B:230

C:11% M:8% Y:9% K:0%

Pantone: 7541 U



Mid Grey

#8E8E8E

R:142 G:142 B:142

C:45% M:35% Y:35% K:15%

Pantone: 424 U



Dark Grey










#4A4A4A

R:75 G:74 B:74

C:63% M:53% Y:51% K:50%

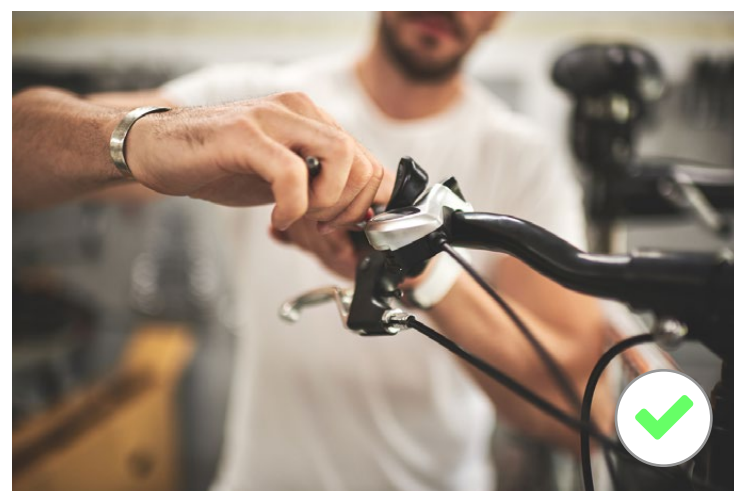
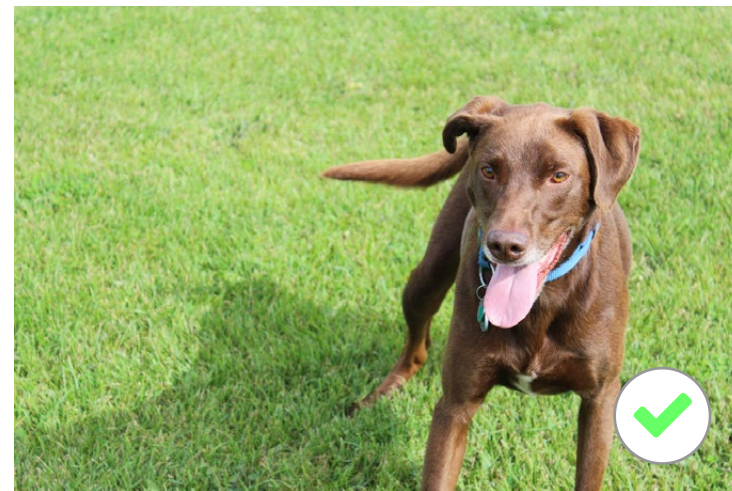
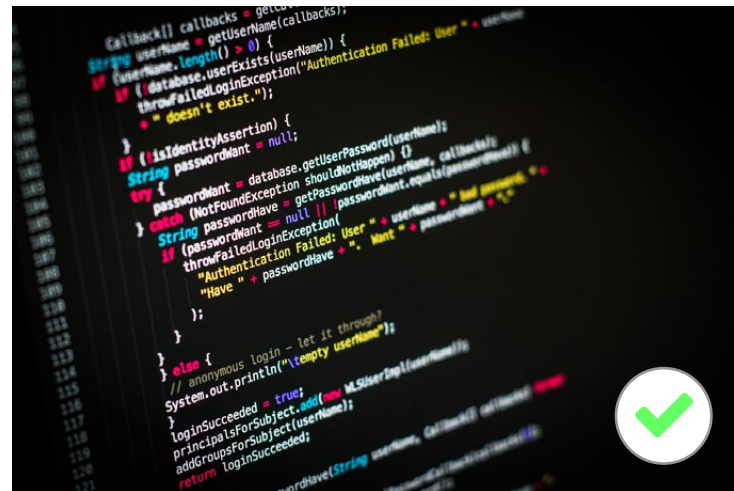
Pantone: Neutral Black U

COLOUR USEAGE

	UKBF Red	UKBF Black	White
UKBF Red			
UKBF Black			
White			

This chart shows what colour combinations can be used in regards to accecibility and contrast ratio when applied text and graphical elements. Note that some of the colour combinations (like red on white) are only to be used with bold title text as regular body text is not legible enough.

PHOTOGRAPHY



Any photos used for marketing should reflect the UKBF values of being practical and down to earth.

Use photos that...

- ... focuses on the work at hand or the tools of the trade.
- ... depicts workplaces in an honest and realistic way.
- ... depicts smaller businesses
- ... is relevant to the message

Do not use photos that:

- ... identifies the person undertaking the work. (No faces, but hands/ legs/back etc are ok, as well as photos where the face is out of focus)
- ... depict workplaces in an overly clinical fashion, are obvious sets or are overly styled offices
- ... depict larger corporate businesses
- ... are clearly manipulated

FURTHER EXPLORATIONS

Some work has been done to apply the branding to decorative flourishes and details. This might require further exploration, keep the values of the brand in mind when exploring this.

