



BERKSHIRE GROWTH HUB BRAND GUIDELINES

Name

- Berkshire Growth Hub – no other combination of words is acceptable other than Growth Hub
- We are a company and therefore referred to as a singular and 'it'
- Thames Valley Berkshire is an area, not a region or sub region. You may use Berkshire, county or area
- We deal with businesses not clients or customers

Tone

- Tone is informative and supportive but not trendy or cool
- We are trusted and experienced, polite but not pals
- Professional but approachable
- This is a business to business service using people not machines
- There are never problems, only challenges
- Copy should use doing words and be energetic rather than staid and boring

Our Written Style

- Do not use 'st' 'th' or 'nd' for dates. Instead write 'Monday 1 December 2020'.
- Numbers from one to ten as words. 11 upwards as figures. Same goes for first, second, third, and so on, up to tenth (if you're writing, for example, 9–11, don't mix it up)
- Don't use figures at the start of a sentence.
- Numbers over 20 at the start of a sentence, need a hyphen, such as thirty-one.
- Use a comma in numbers over 1,000. Every three zeros get a comma.
- Use hyphens in phrases where a number is part of the adjective, like four-hour session or five-year-old child. And in fractions: two-thirds majority.
- Spell out million and billion, like '12 million people use them' or 'The LEP invested £2 million'. Use lower case. (You may use 'm' or 'k' if placed in a table or for internal documents.)
- It's always Business Adviser – spelt with an 'e' and capitals for both words
- 1-2-1 rather than one to one or any other combination



Written content

- References to report titles should be sentence case and do not require further emphasis
- Job titles are upper case
- Italics should not be used for quotes
- Our font is as per the LEP font – Helvetica, size 11

Web address – berkshiregrowthhub.co.uk

- No 'http://'
- No 'www.'
- No italics for web and email addresses
- Website is all one word
- Email is not hyphenated
- Internet should have a lower case 'i' unless at the start of a sentence
- If a web or email address comes at the end of a sentence, it should have a full stop after it, even if it's at the end of a paragraph

Additional Information

- The website offers Support guides and Support recourses
 - Support guides provide bite sized information, quickly digestible and sometimes step by step information
 - Support resources provide specific, more depth information
 - **guides** and **resources** are lower caps