seetec

Partner brand guidelines

›Seetec Group

❯ Core logo

Our logo represents the essence of our brand – putting people at its core, celebrating unity, diversity, and our core values.

seetec

At the heart of our logo is an icon depicting abstract people shapes, intricately connected to symbolize the power of collaboration and unity. The interconnectedness of the shapes highlights our belief in the strength that comes from working together towards a common goal.

The vibrant colours used in our logo reflect the lively and diverse nature of the communities we serve. Each hue represents the richness of diversity and the dynamic energy of our organisation. Through our colourful palette, we aim to celebrate the unique identities and experiences of our users.

Our logo is divided into five distinct segments, each representing a core value of our brand. By nodding to the values into our logo, we communicate our dedication to upholding these principles in all aspects of our work.

The bold and contemporary design of our logo reflects our forward-thinking approach and confidence in our mission. Its clean lines and distinctive style convey a sense of assurance and professionalism, while also signalling our readiness to embrace new challenges and opportunities.

❯ Variants

Our logo should be used in full colour where possible. Due to its multi-coloured nature, the full colour logos must only appear on the colours shown here.
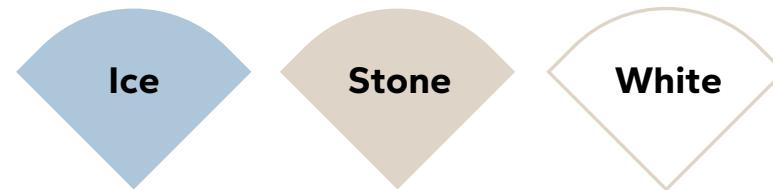
Full breakdowns of the brand colours can be found on page x

Full colour versions

Full colour

Permissive background colours

Ice

Stone

White

Full colour reverse

Permissive background colours

Charcoal

Navy

Emerald

› Variants

Our logo should be used in full colour whereever possible. In the rare case it is isnt possible to use the full colour logo, the Monotone versions of the logos shown here must be used instead.

These MUST appear in either white or black and on a plain colour background.

Monotone versions

Mono black

Whiteout

❯ Rules

Position

The logo can be placed in any corner of a document, though the left hand corners are slightly preferable.

Exclusion zone

Do not place any elements closer than the height of the 't' in the logo, to avoid overcrowding it.

❯ Co-branding

Primary brand

When Seetec is the primary brand or contractor, we take the lead on the visual identity and the brand mark is placed in the top left hand corner of applications whenever possible.

Ensure that the logos in the strip within the footer are set with equal hierarchy within a consistent 'boxed' area.

In cases where five or more third party/ partners need to be mentioned, we opt for writing the organisations' names rather than featuring a long list of logos. This helps to avoid cluttered communications which can be difficult to read.

Note

Contractual requirements: A number of our contracts require certain brand marks and/or carrier statements (e.g. ESF contracts require the ESF logo and funding statement). In these cases contractual brand marks and/or carrier statements should be clearly displayed at all times. Always consult the third party/ partner guidelines for logo usage, minimum sizes, etc.
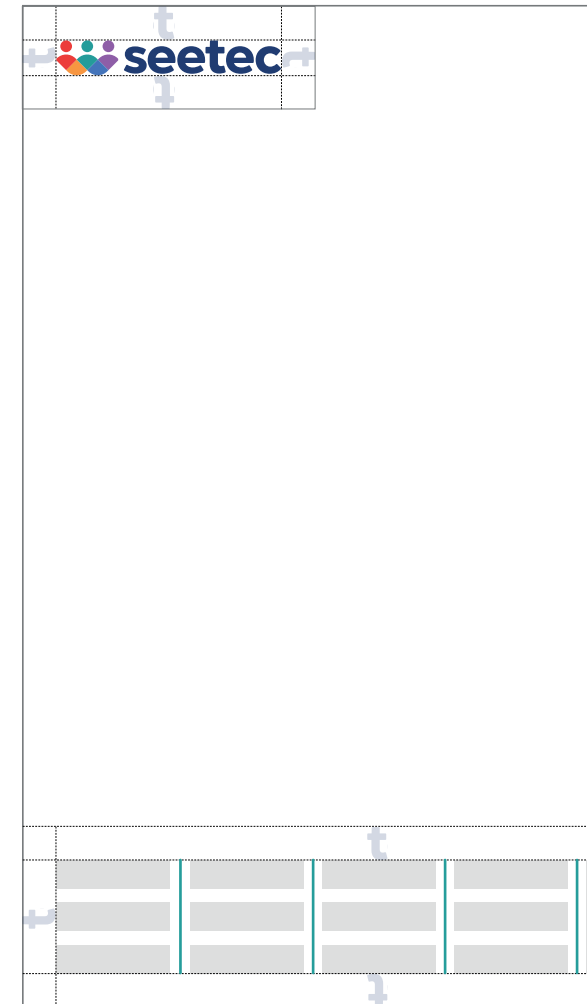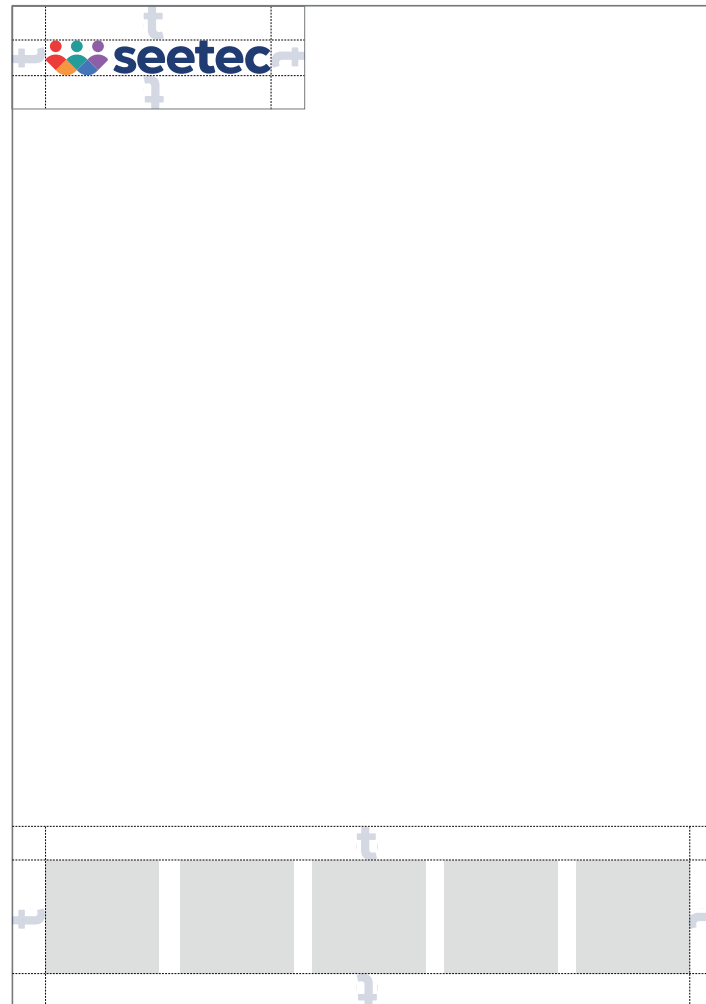
❯ Co-branding

Third party/partner brand mark

When partnering with a third party or partners there may be the need to co-brand materials. In this case, we set our logo horizontally with the guest logo. Our brand mark should be at least visually balanced with the other brand marks featured and adhere to the exclusion zone. It is your responsibility to also adhere by the guest logo's minimum size and exclusion zone guidance.
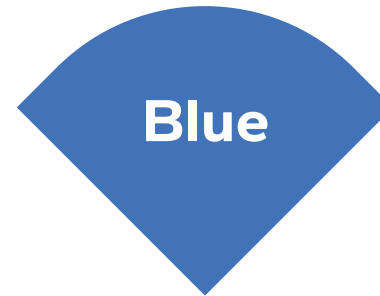
❯ Colours – brights

Red
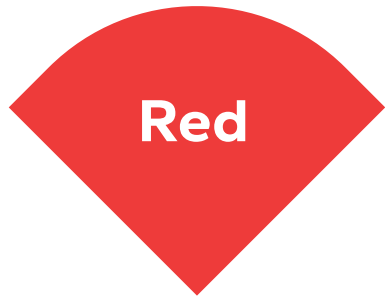
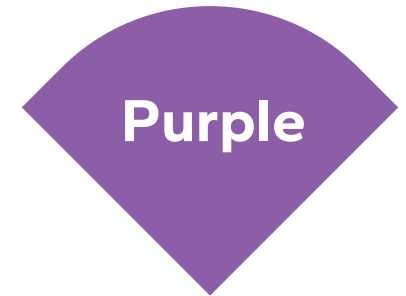RGB: 229, 49, 47
HEX: #E5312F
CMYK: 0, 95, 85, 0
PMS: 1795

Yellow

RGB: 243, 150, 56
HEX: #F39638
CMYK: 0, 50, 85, 0
PMS: 7413

Teal

RGB: 4, 152, 153
HEX: #049899
CMYK: 80, 15, 45, 5
PMS: 7473

Blue

RGB: 76, 116, 200
HEX: #4774C8
CMYK: 75, 50, 0, 0
PMS: 2130

Purple

RGB: 166, 86, 183
HEX: #A656B7
CMYK: 50, 75, 0, 0
PMS: 3559

Dark Teal

RGB: 3, 131, 132
HEX: #038384
CMYK: The use of Dark Teal should not be
PMS: necessary for printed materials

Our 'brights' palette is formed of the colours in our logo icon. An additional colour, Dark Teal, has been formulated for use online in combination with white – see page on accessibility for further information.

Tints:

Tints of each colour may be used where needed. See Colour – usage guidance for more information..

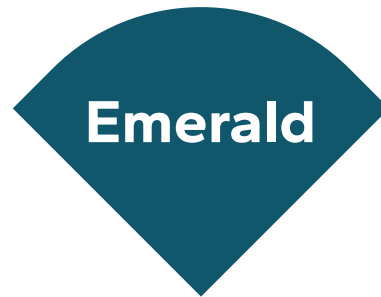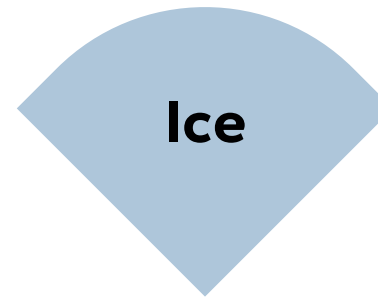# ❯ Colours – neutrals

Charcoal

RGB: 51, 51, 51
HEX: #333333
CMYK: 69, 59, 56, 65
PMS: 447

Navy

RGB: 0, 41, 121
HEX: #002979
CMYK: 100, 85, 25, 10
PMS: 3597

Emerald

RGB: 0, 85, 108
HEX: #00556C
CMYK: 92, 51, 38, 27
PMS: 2224

Ice

RGB: 188, 206, 225
HEX: #BCCEE1
CMYK: 31, 13, 7, 0
PMS: 5435

Stone
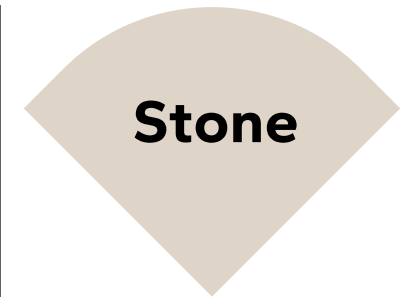
RGB: 230, 220, 209
HEX: #E6DCD1
CMYK: 12, 14, 18, 0
**PMS:** Warm Grey 1

Our 'neutrals' palette has been created so that our logo can sit on a range of colours other than white, whilst retaining its colourful icon.

Tints:

Tints of each colour may be used where needed. See Colour – usage guidance for more information..

› Colours – gradients

The toolkit includes the use of the gradients. A lot of the identity works with the flat, bright colours, so the set of viable combinations is limited, ensuring there are not too many incoherent uses of colour. These are the cleanest, most vibrant options. **The gradients should run at a -45 or 45 degree angle, corner to corner.**

Navy
Purple

Navy
Teal

Emerald
Teal

Teal
Purple

Teal
Blue

Red
Yellow
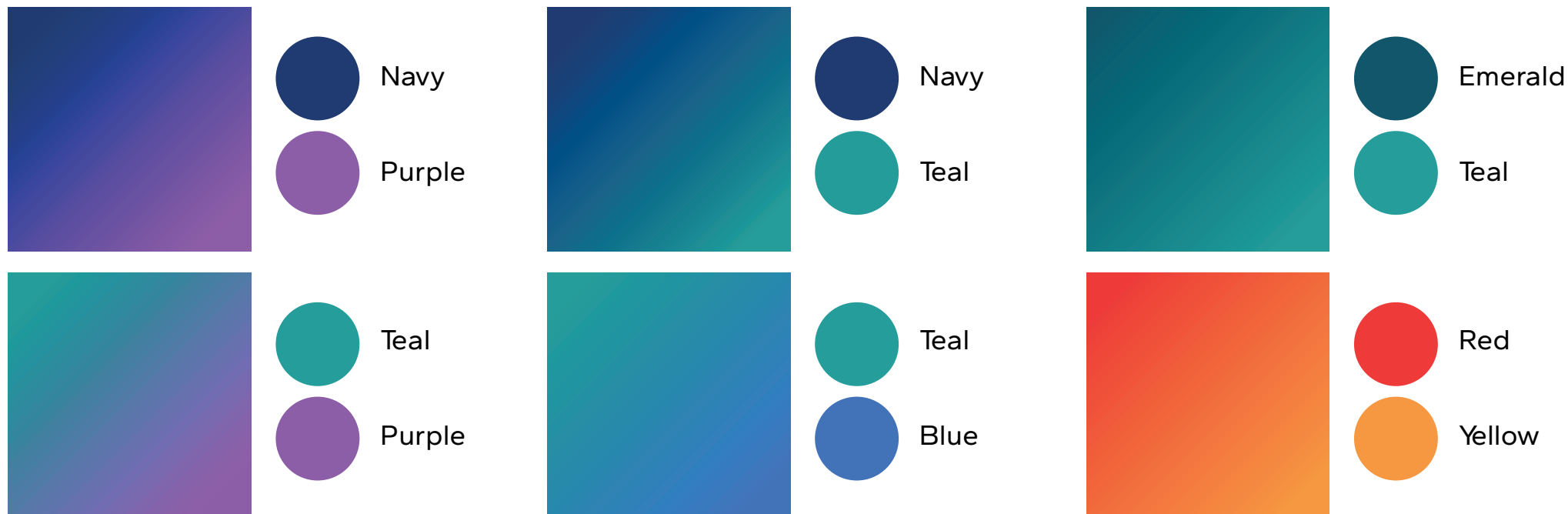
› Colours – accessibility

Colour combinations used must be accessible at all times. The grid to the right are possible colour combinations that meet WCAG 2.0 standards. Use only these to keep the brand accessible. Please note some combinations are only possible at 18pt+.

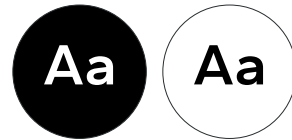| Background / Text	#FFFFFF	#000000	#E5312F	#F39638	#049899	#038384	#4774C8	#A656B7	#333333	#002979	#00556C	#BCCEE1	#E6DCD1
White #FFFFFF		Text AAA 21	Text AA18 4.3		Text AA18 3.5	Text AA 4.5	Text AA 4.5	Text AA 4.5	Text AAA 12.6	Text AAA 13.1	Text AAA 8.3		
Black #000000	Text AAA 21		Text AA 4.8	Text AAA 9.2	Text AA 5.9	Text AA 4.5	Text AA 4.6	Text AA 4.6				Text AAA 13	Text AAA 15.5
Red #E5312F	Text AA18 4.3	Text AA 4.8							Text AA18 3				Text AA18 3.2
Yellow #F39638		Text AAA 9.2					Text AA 5.5	Text AA 5.7	Text AA18 3.6				
Teal #049899	Text AA18 3.5	Text AA 5.9					Text AA18 3.5	Text AA18 3.7					
Dark Teal #038384	Text AA 4.5	Text AA 4.5											Text AA18 3.3
Blue #4774C8	Text AA 4.5	Text AA 4.6											Text AA18 3.3
Purple #A656B7	Text AA 4.5	Text AA 4.6											Text AA18 3.3
Charcoal #333333	Text AAA 12.6			Text AA 5.5	Text AA18 3.5							Text AAA 7.8	Text AAA 9.3
Navy #002979	Text AAA 13.1		Text AA18 3	Text AA 5.7	Text AA18 3.7							Text AAA 8.1	Text AAA 9.7
Emerald #00556C	Text AAA 8.3			Text AA18 3.6								Text AA 5.1	Text AA 6.1
Ice #BCCEE1	Text AAA 13								Text AAA 7.8	Text AAA 8.1	Text AA 5.1		
Stone #E6DCD1	Text AAA 15.5	Text AA18 3.2			Text AA18 3.3	Text AA18 3.3	Text AA18 3.3	Text AAA 9.3	Text AAA 9.7	Text AA 6.1			

AAA — Pass, AAA (7+)
AA — Pass, AA (4.5+)
AA18 — Pass, Large Text Only (3+)

› Colours – accessibility

Drawing from the accessibility chart on the previous page, the following colour combinations are accessible online and only these combinations should be used for text.

WCAG 2 AAA compliant

Black and white

Aa Aa

White and emerald

Aa Aa

Black and stone

Aa Aa

White and navy

Aa Aa

Black and ice

Aa Aa

Black and yellow

Aa Aa

WCAG 2 AA compliant

Dark teal and white

Aa Aa

Black and red

Aa Aa

Blue and white

Aa Aa

Black and teal

Aa Aa

Purple and white

Aa Aa

Black and blue

Aa Aa

Black and purple

Aa Aa

❯ Colours – usage

Follow the three main rules for creating vibrant and engaging materials that do no overwhelm or feel too busy.
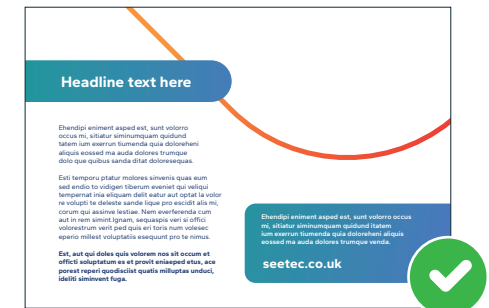
The full colour logo should always be placed on one of the neutral colours, or white.

Tints may be used to delineate text or create a footer, for example, but should not be used as the main colours on a piece.

Do not mix too many colours from the palette – 3–4 is usually enough to get the right tone.

seetec

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If you have any questions about Seetec's brand identity, our Policy, Communications and Public Affairs team is here to help, please get in touch.

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