



HM Government

ENJOY *Summer* SAFELY

LOGO GUIDELINES FOR BRAND PARTNERS

INTRODUCTION

We locked down, and went home. From shops and pubs to barbers and museums, millions of businesses have had to close their doors since March.

As we begin to recover from Coronavirus, restore livelihoods and return our way of life, the Government will be encouraging people to Enjoy Summer Safely - taking advantage of the businesses that are now open, in particular hospitality to help our economy begin to recover and help the livelihoods of many business owners around the country who are opening up for the first time in more than three months.

The Enjoy Summer Safely campaign promotes this message by encouraging people to go back to the things they have missed this summer, as long as they follow the COVID-19 Secure guidelines wherever they are.

As a brand partner, you're vital to the success of the campaign. We'd love you to use the logo in your communications. In the pages that follow, you'll learn about the rules and recommendations for logo use, and see exclusive examples from the master campaign.

With *Enjoy Summer Safely* as part of your communications strategy, you'll help welcome and reassure customers at this vital moment.

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LOGO

Primary Logo



'Summer' is bright, colourful and positive.

'Enjoy' and 'Safely' are clear, simple and firm.

In these two styles, the dual campaign message of excitement and reassurance dovetail.

Secondary Logo

To be used ONLY in contexts where the white typeface of the primary logo wouldn't stand out.



LOGO SPACING

The campaign logo is best placed close to partner brand logos but with enough space between them for both elements to breathe. Carex strikes the balance well in these point-of-sale fixtures.



LOGO COLOUR

'Enjoy' and 'Safely' always appear in white.

'Summer' borrows a prominent colour from the image or context in which it appears.

For example:

- a. The red from a happy customer's jacket
- b. The yellow from the light of the doorway

This device allows for the seamless integration of the logo into any brand or communication.

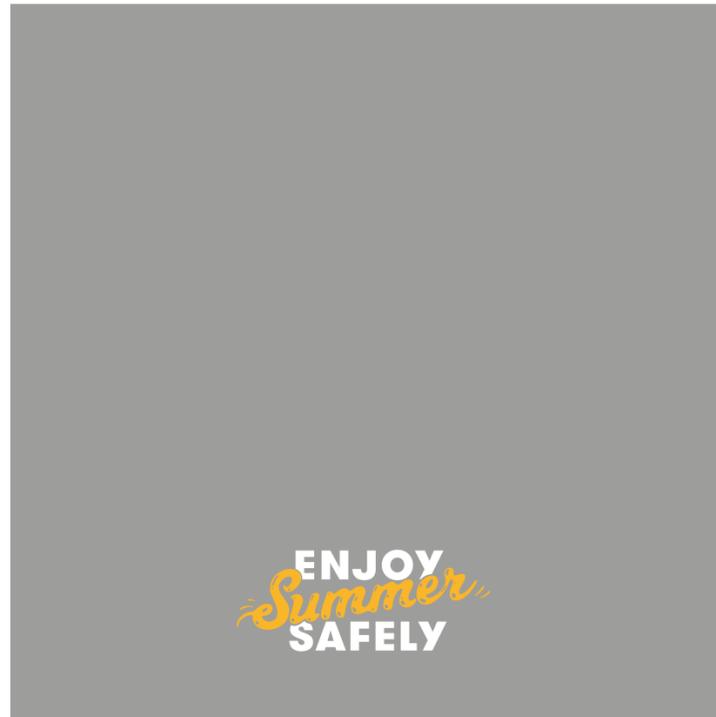
a.



b.



LOGO POSITION



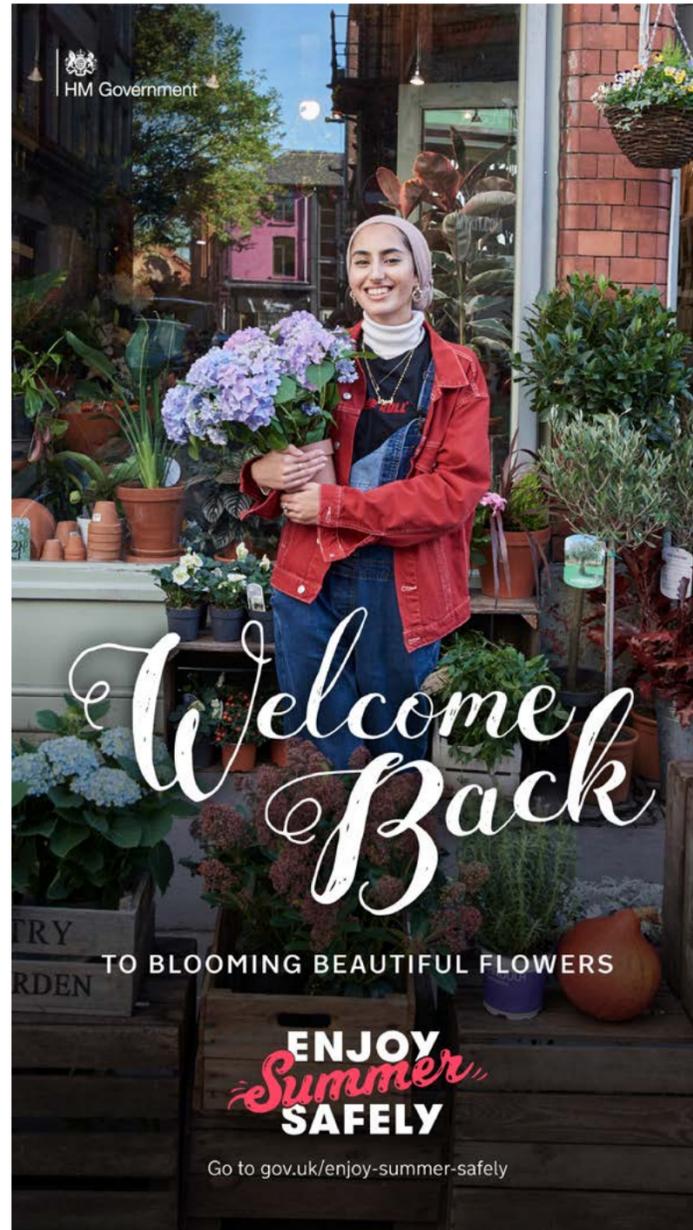
Aligned centre



Aligned right

This flexibility of position allows the logo to fit snugly with any design.

EXAMPLE EXECUTIONS





ENJOY
Summer
SAFELY