



Brand Guidelines

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Brand Overview

Brand Overview

Intro

Welcome to the **Shout Connect** Brand Guidelines

This guide gives a clear overview of the Shout Connect brand and explains how to keep everything looking and sounding consistent across all our communications.

Vision & Mission

To be the go-to hub for business connection and growth – bringing people together through B2B exhibitions, networking and spaces that help businesses move forward.

Mission

Our mission is to create real opportunities for businesses by hosting events, running networks and providing spaces where connections turn into conversations, and conversations turn into growth.

Brand Values

Built for Business

Everything we do is designed with business owners in mind. **We focus on what actually matters: visibility, meaningful connections and real opportunities to grow.**

People First, Always

If it feels awkward, cluttered or hard work, it's not good enough. **We make it easy for people to connect, talk and do business properly.**

Make It Happen

We don't overcomplicate things. **We take action, set high standards and create environments where good conversations turn into real outcomes.**

What to Expect

Clear and Straightforward — No pressure, no confusion. You walk in, know where you're going, and conversations start naturally.

Worth the Time — The right people, relevant conversations and a reason to be there — not just another event in the diary.

Built for Progress — Every event, space and decision is designed to help businesses move forward, not stand still.

Logo Elements

Overview

Primary Logo

The Shout Connect logo is the core of our visual identity. It should be used across all touchpoints to keep the brand clear, recognisable and consistent.

Our logo represents bold communication and strong connection. To protect the brand, it should always be used correctly and never modified.



Safe Areas

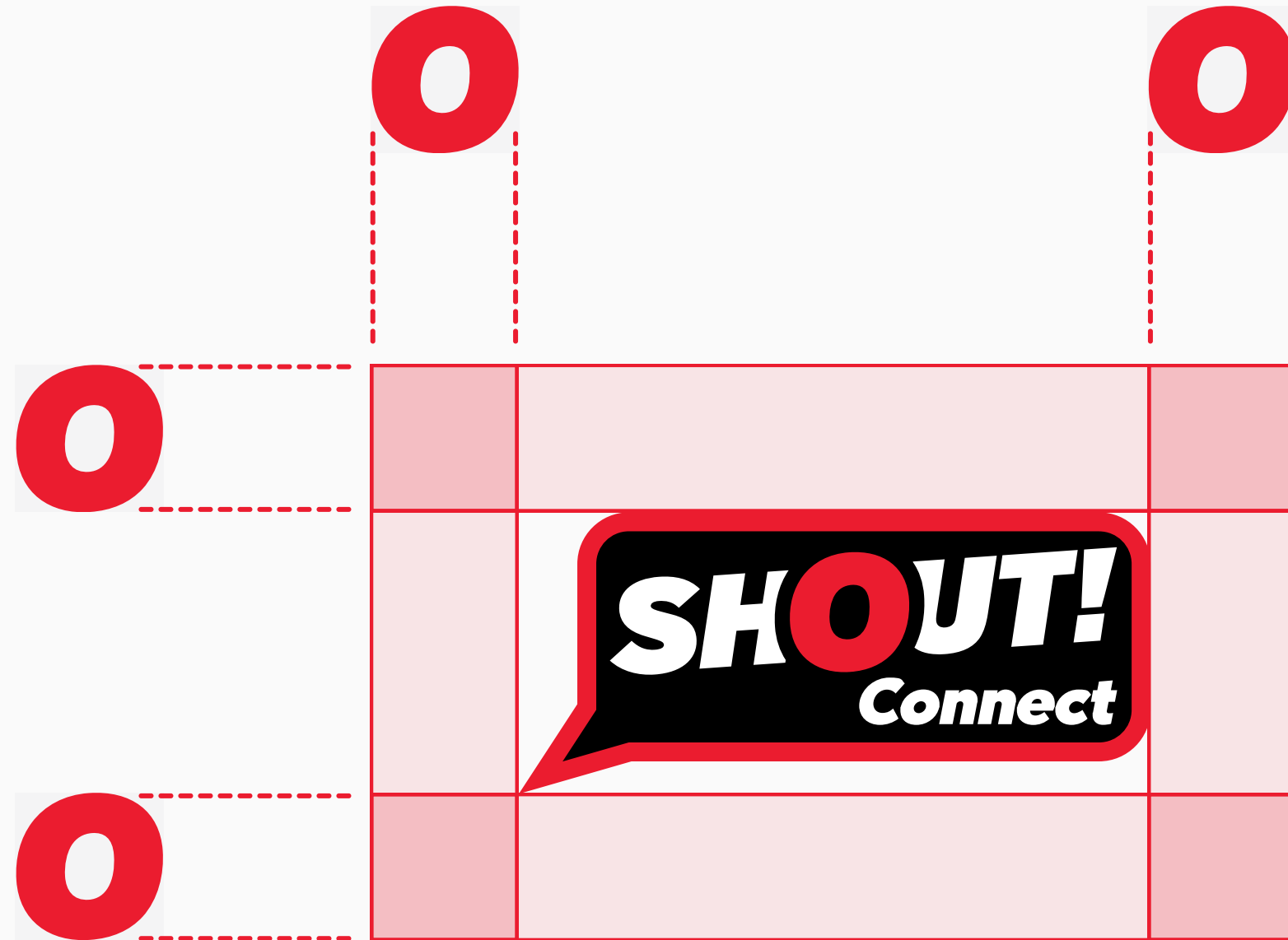
Always leave clear space around the Shout Connect logo. This helps keep it readable, recognisable and visually strong across all uses — print, digital and signage.

Safe Area Guidelines

The safe area is the minimum space that must be kept clear around the logo on all sides.

For the primary logo, the safe area is equal to the height of the “O” in the SHOUT! wordmark.

No text, images or other graphic elements should appear within this space. This ensures the logo remains clear and impactful at all times.



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Colours

Overview



Colour Palette

The **Signature Colour** is the primary colour of the Shout Connect brand and should be used most prominently across all designs.

The **Accent Colour** can be used to support the signature colour, but should be **limited to 20% or less** of the overall colour use.

Neutral colours are used for backgrounds, text and layout balance, helping keep designs clear, readable and consistent.

Signature Colour

HEX #EB1C2F
RGB 235 28 47

Accent Colour

HEX #F9BBC1
RGB 249 187 193

Neutral A

HEX #F4F4F5
RGB 244 244 245

Neutral B

HEX #71717A
RGB 113 113 122

Neutral C

HEX #27272A
RGB 39 39 42

Exhibitions Overview

We run six major exhibitions throughout the year across the North West. **Each exhibition has its own individual colour palette, while staying visually aligned with the Shout Connect brand.**

This approach helps each event stand out on its own, while keeping consistency across all Shout Connect exhibitions.

Apprenticeships & careers exhibitions



Apprenticeships & careers exhibitions





Colour Palette

The **Exhibitions Primary Colour** is the primary colour of the Shout Connect exhibitions brand and should be used most prominently across all designs.

The **Exhibitions Accent Colour** can be used to support the signature colour, but should be **limited to 10% or less** of the overall colour use.

Neutral colours are used for backgrounds, text and layout balance, helping keep designs clear, readable and consistent.

Exhibitions Primary Colour

HEX #010066
RGB 1 0 102

Exhibitions Accent Colour

HEX #CCCCCE0
RGB 204 204 224

Neutral A

HEX #F4F4F5
RGB 244 244 245

Neutral B

HEX #71717A
RGB 113 113 122

Neutral C

HEX #27272A
RGB 39 39 42

Typography

Overview

Typo graphy

Barlow is the primary typeface used across all Shout Connect communications. It is used consistently across both digital and printed materials.

Barlow Typeface

[Click here to download](#)

Barlow is used for headings, subheadings and body text. Its clean, modern structure keeps content clear, readable and consistent across different formats and sizes.

Using a single typeface across all assets helps maintain a strong, recognisable brand presence.

Aa

Uppercase Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase Alphabet

abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Symbols

!@#\$%&*()_+{}[]|;:'",.<>/?`

Typo graphy

As an alternative font, **Barlow Condensed** is used **only and exclusively for headings**. It should never be used for body text, paragraphs or long-form content.

Barlow Condensed Typeface

[Click here to download](#)

This typeface is reserved for strong, high-impact headers where space is limited or emphasis is needed. Using it sparingly helps keep layouts clear and avoids visual clutter.

Aa

Uppercase Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase Alphabet

abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Symbols

!@#\$%&*()_+{}[]|;:'",.<>/?`

05

17

Imagery Overview

Imagery & Photo grapy

Shout Connect operates across three core areas – office spaces, exhibitions and networking groups. All imagery used should clearly relate to one of these areas.

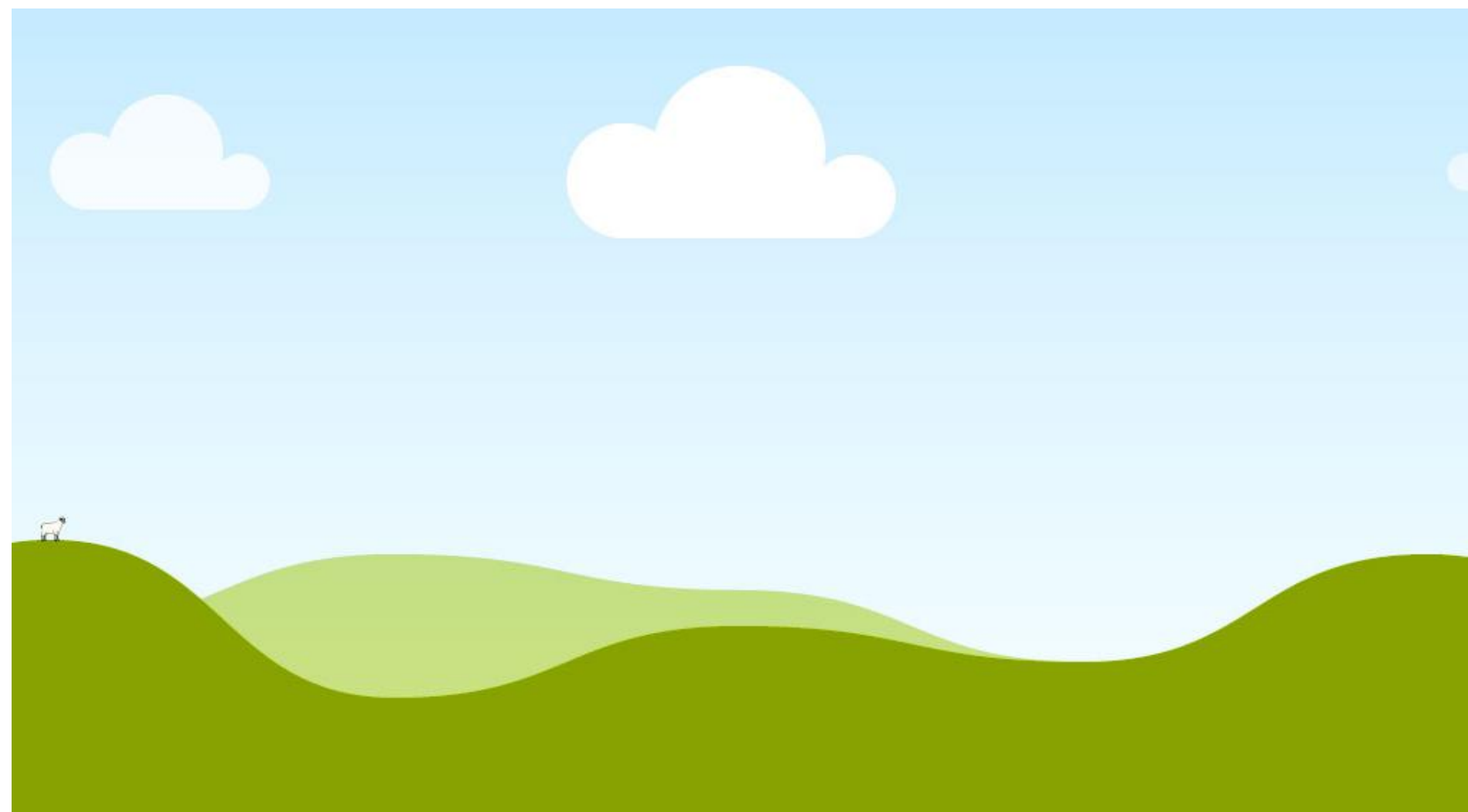
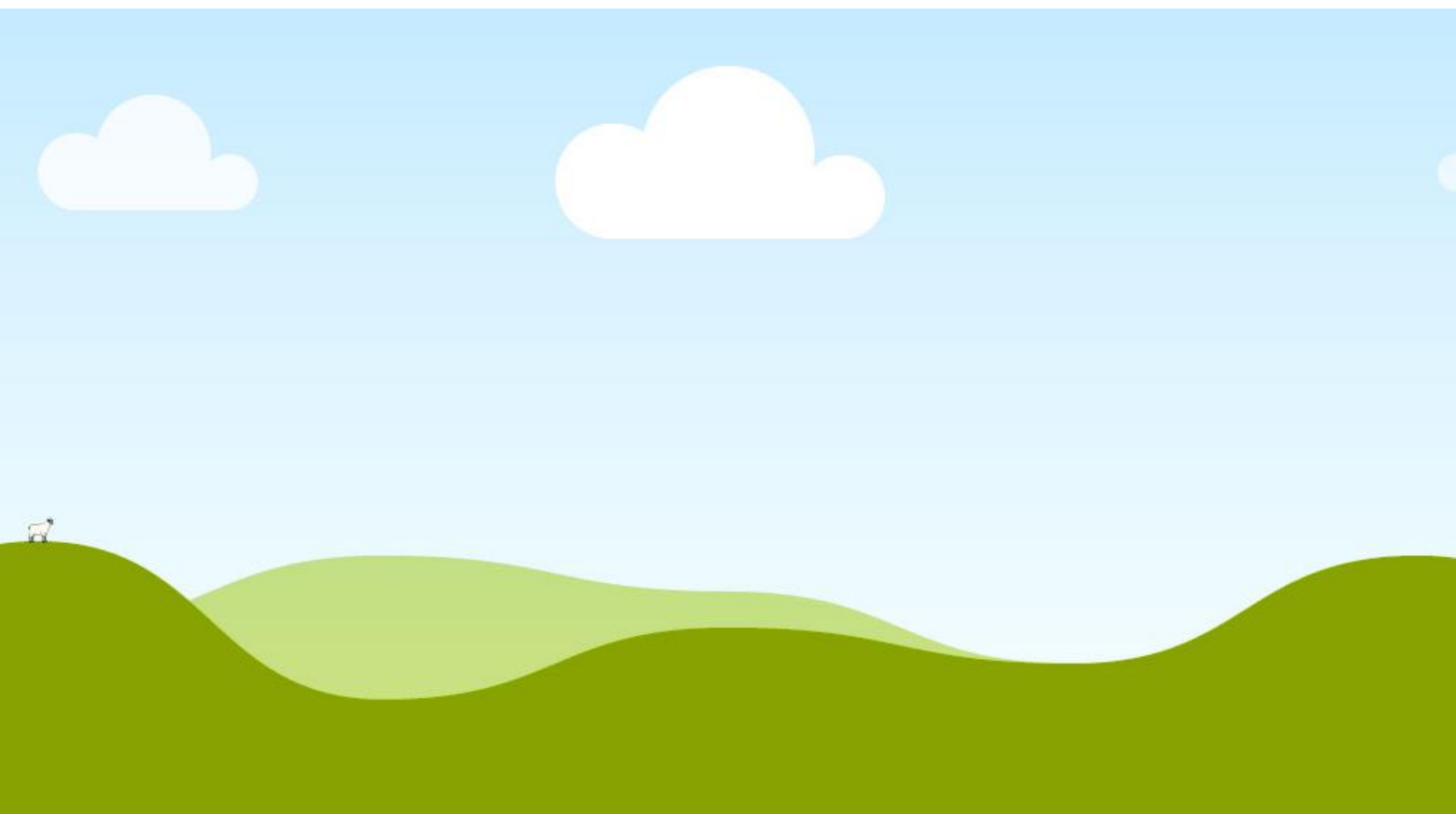
All images are copyright protected and may only be used for purposes directly related to Shout Connect. Images must not be used for unrelated projects or external brands.

Images in this guide are clickable. Click on an image to open it, then save it for approved use. If you need specific imagery or have a particular request, please contact design@shoutconnect.co.uk

Shout Connect
Brand Guidelines







Contact Info

We'd love to hear from you!
Whether you have a question, feedback, or need
support, please reach out at please contact
design@shoutconnect.co.uk

Shout Connect
Brand Guidelines

Download links

Barlow Typeface – [Click here](#)

Barlow Condensed Typeface – [Click here](#)

Logo: Shout Connect – [Click here](#)

Logo: Cumbria Business Expo 2026 – [Click here](#)

Logo: Lancashire Business Expo 2026 – [Click here](#)

Logo: Liverpool Business Expo 2026 – [Click here](#)

Logo: North West Business Expo 2026 – [Click here](#)

Thank You

Thank you for reading Shout Connect's brand guidelines!
Stay creative and keep designing.

