PURPOSE OF THIS DOCUMENT

These publicity guidelines have been produced for businesses that are developing and promoting sites within the Leeds City Region Enterprise Zone portfolio and are designed to help you communicate accurately and consistently about the sites.

The guidelines set out requirements for all marketing and communications activity relating to the Leeds City Region Enterprise Zones, and how the LEP can work with you to promote opportunities.

Please ensure that anyone who may be involved in producing or commissioning marketing and communications activity relating to your project – including in-house marketing teams, press offices and external agencies – reads and understands these guidelines.
ABOUT THE ENTERPRISE ZONES

THE LEEDS CITY REGION ENTERPRISE ZONES COVER AN AREA OF 229.73HA OVER 10 SITES IN 5 LOCAL AUTHORITIES.

The Enterprise Zones are being delivered jointly by the LEP, Local Authorities and private sector partners to boost jobs and economic growth across the whole of Leeds City Region.

**Leeds City Region Enterprise Zone scheme comprises 4 sites:**
- Logic Leeds
- Newmarket Lane
- Temple Green
- Thornes Farm

**Leeds City Region Enterprise Zones scheme comprises 9 sites:**
- Bradford - Gain Lane, Parry Lane and Staithgate Lane
- Calderdale - Clifton Business Park
- Kirklees - Lindley Moor West, Lindley Moor East and Moor Park, Mirfield
- Wakefield – South Kirkby Business Park and Langthwaite Grange Extension

ALL BUSINESSES THAT ARE IN THE ENTERPRISE ZONE PORTFOLIO SHOULD WORK WITH THE LEP TO PROMOTE THE POSITIVE IMPACT THEIR PROJECT IS HAVING ON THE LEEDS CITY REGION ECONOMY.

Work with the LEP must be acknowledged in all communications and marketing activity relating to the project benefiting from support.

We also expect businesses to participate in communications and marketing activity initiated by the LEP or Combined Authority including media activity, publications, events and digital communications.
COMMUNICATIONS ACTIVITY LED BY YOU

BUSINESSES INVOLVED IN THE ENTERPRISE ZONES SHOULD:

• acknowledge support of the LEP and relevant local authorities in all marketing or communications activity relating to the project
• notify the LEP well in advance of any planned communications milestones, including but not limited to, contract signings, ground-breaking, occupier announcements, topping-out ceremonies and completion of projects
• include the LEP and relevant local authority logos on all printed and digital collateral relating to the project, including but not limited to, site hoardings/billboards, marketing brochures and other printed collateral, e-newsletters, project websites
• notify the LEP of any planned media activity and offer us the opportunity to provide a quote
• invite the LEP to any key events associated with the project
COMMUNICATIONS ACTIVITY LED BY US

IN ADDITION, WE REQUIRE BUSINESSES TO PARTICIPATE IN COMMUNICATIONS AND MARKETING ACTIVITY INITIATED BY THE LEP AND RELEVANT LOCAL AUTHORITIES INCLUDING BUT NOT LIMITED TO:

- media activity, including press releases, statements and interviews
- case studies about the project – including both written and video case studies
- social media activity about the project
- events and site visits, including potential ministerial visits
- promotional photography, including photographs of the project and photoshoots involving representatives from the project and/or beneficiaries of the project
- marketing materials including reports, brochures and other marketing collateral

HOW WE CAN SUPPORT YOU

WE CAN HELP YOU COMMUNICATE POSITIVE MESSAGES ABOUT YOUR PROJECT TO AUDIENCES, INCLUDING REGIONAL, NATIONAL AND INTERNATIONAL BUSINESSES, THOUGHT LEADERS, INTERMEDIARIES AND GOVERNMENT DEPARTMENTS. COMMUNICATIONS SUPPORT AVAILABLE TO YOU INCLUDES:

- quotes and statements for your own press releases, websites and marketing materials
- participation by senior LEP and local authority representatives and politicians in events, launches and site visits
- help in potentially securing a ministerial visit to your project
- positive messages and updates about your projects through our communications channels, including our eNews, social media channels, website and blog
USE OF THE LOGOS

ALL MARKETING AND COMMUNICATIONS MATERIALS ABOUT THE PROJECT INCLUDING SITE HOARDINGS/BILLBOARDS, MARKETING BROCHURES AND OTHER PRINTED COLLATERAL, E-NEWSLETTERS, AND PROJECT WEBSITES MUST INCLUDE THE LEP LOGO, AS SHOWN:

1. ‘Supported by’ text should always appear before the logos, and be positioned at least a line-height away from the LEP logo.

2. Note that the LEP logo always comes first, whether logos are side by side or stacked. The Local Authority logo comes second, followed by the DCLG logo and Enterprise Zone logo.

3. When possible use ‘LEP’ as a minimum clearspace between logos.

4. Use the height of the LEP logo, as a size guide for other logos.

5. Logos should be placed on a white strip when on a coloured background for maximum clarity.

Please note that the logos are registered trademarks and permission is only given to use them for the purpose of promoting Enterprise Zone-supported projects. They should not be used for any other purpose, or passed to third parties, without written permission from the LEP Marketing and Communications team.

Contact details can be found at the end of these guidelines.
USE OF THE LEP LOGO (CONTINUED)

When the LEP logo appears alongside other organisations’ logos, it must be of equal size to these other logos.

To protect the integrity of the logos we recommend a minimum size of 6mm. There are two versions of the LEP logo: the grey version, which should be used against a white background, and the white version for use against coloured backgrounds. No other colours may be used.
USE OF THE LEP LOGO (CONTINUED)

Wherever possible the LEP logo should be aligned to a corner. Centralised use only by exception and following agreement with the LEP Marketing and Communication team (example on P12).

The logo should never be rotated, compressed, stretched or otherwise distorted:

- Do not rotate
- Do not stretch
- Do not reposition text
- Do not use multi colours
- Do not use any other colours than grey or white
- Do not apply vertically
USE OF THE ENTERPRISE ZONE WORDMARK

If your site is Logic Leeds, Newmarket Lane, Temple Green or Thornes Farm:

The Leeds City Region Enterprise Zone wordmark should be used on all relevant collateral, in particular hoardings and billboards, digital communications and related publications.

The wordmark should be used in line with the primary colour palette guidelines and should not be rotated, compressed, stretched or distorted.

Do not rotate
Do not stretch
Do not reposition text

Do not use multiple colours
Do not use colours outside the palette
USE OF THE ENTERPRISE ZONES WORDMARK

If your site is Gain Lane, Parry Lane, Staithgate Lane, Clifton Business Park, Lindley Moor West, Lindley Moor East, Moor Park (Mirfield), South Kirkby Business Park and Langthwaite Grange Extension:

The Leeds City Region Enterprise Zones wordmark should be used on all relevant collateral, in particular hoardings and billboards, digital communications and related publications.

The wordmark should be used in line with the primary colour palette guidelines and should not be rotated, compressed, stretched or distorted.

- Do not rotate
- Do not stretch
- Do not reposition text
- Do not use multiple colours
- Do not use colours outside the palette
Our colour palette consists of 5 colours and white. These colours have been selected from the complete LEP palette of 14 colours to retain a consistent and uniform approach to EZ collateral and marketing.

Text and wording should be written in black, white or Primary Grey; whichever is most suitable.
The following applications by the LEP provide examples for your own work:

- Project profiles
- Fact sheets

These are available for download at investleedscityregion.com

- Lampost banners positioned in the Enterprise Zone(s)
- Bus shelter on Temple Green park and ride site
SITE HOARDINGS

Developers/businesses involved in the enterprise zones must include the LEP, DCLG Enterprise Zone, local authorities and private sector logos on any site hoardings or buildings, following the logo guidelines.

Example
PRESS RELEASES

ALL PRESS RELEASES RELATING TO THE PROJECT MUST INCLUDE THE FOLLOWING WORDING IN THE MAIN BODY OF THE RELEASE:

[Development name] is one of the Leeds City Region Enterprise Zones which is supported by Leeds City Region Enterprise Partnership (LEP), [insert local authority], the Department of Communities and Local Government and [insert developer].

FOR MAJOR ANNOUNCEMENTS (E.G. CONTRACTS SIGNED, WORK STARTED ONSITE, TABBING OUT CEREMONIES, COMPLETION OF PROJECTS, OCCUPIER ANNOUNCEMENTS) THE LEP SHOULD BE APPROACHED TO PROVIDE A QUOTE FOR PRESS RELEASES.
PRESS RELEASES

THE FOLLOWING WORDING SHOULD ALSO BE INCLUDED AS NOTES TO EDITORS:

[Development name] is one of the Leeds City Region Enterprise Zones, a portfolio of sites across the City Region that account for over 229.73 hectares of development land. The site is being supported by Leeds City Region Enterprise Partnership (LEP), [insert local authority], the Department of Communities and Local Government and [insert developer].

To find out more information about Leeds City Region Enterprise Zones visit www.investleedscityregion.com
Please get in touch if you have any questions about these guidelines, or would like to discuss any marketing and communications opportunities with us:

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