

**SMALL
BUSINESS
SATURDAY®**
6TH DECEMBER

Brand Guidelines

About Us

Small Business Saturday UK is a grassroots, non-commercial campaign, which highlights small business success and encourages consumers to 'shop local' and support small businesses in their communities.

The day itself takes place on the first Saturday in December each year, but the campaign aims to have a lasting impact on small businesses.

On Small Business Saturday, customers across the U.K. go out and support all types of small businesses, online, in offices and in stores. Many small businesses take part in the day by hosting events and offering promotions.

Small Business Saturday is the UK's most successful small business campaign. Over the decade it has been running in the UK it has engaged millions of people and seen billions of pounds spent with small businesses across the UK on Small Business Saturday, with an impact that lasts all year round.

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The logo is presented within a square frame. It consists of a dark blue square containing the text 'SMALL BUSINESS SATURDAY' in large, bold, white, sans-serif capital letters. Below this, the date '6TH DECEMBER' is written in a smaller, white, sans-serif font. A registered trademark symbol (®) is located to the right of the word 'SATURDAY'.

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Logo Design

The standard Small Business Saturday UK logo

[HTTPS://SMALLBUSINESSSATURDAYUK.COM/](https://smallbusinesssaturdayuk.com/)

Logo Usage



Logos are updated with the Small Business Saturday UK date for the current year to be used from May until the date of Small Business Saturday



The negative colourway version of the logo can be used when backgrounds don't give sufficient contrast

[HTTPS://SMALLBUSINESSSATURDAYUK.COM/](https://smallbusinesssaturdayuk.com/)

COLOR PALETTE

Brand Colors

PRIMARY

#005DA3

PRIMARY

#F0FBFD

SECONDARY

#96BADB

SECONDARY

#0D5193

SECONDARY

#457BB1

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TYPOGRAPHY

Primary Typeface

Aa

BENTON SANS BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

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DOS AND DON'TS

Do...

Ensure that you are using the logo with the correct date on it (the first Saturday in December for the current year)

Get in touch if you require a version of the logo with a different language or colourway, or updated with the latest date, and we can provide this

Keep a clear space around the logo

Remember that Small Business Saturday UK is a positive, non-commercial and non-political campaign

Don't...

Edit the logo in any way, including changing the colours

Add anything to the actual logo

Use messaging that could be seen as negative or unsupportive of small businesses

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Contact

General	comms@smallbusinesssaturdayuk.com
Press & Media	media@smallbusinesssaturdayuk.com
Website	smallbusinesssaturdayuk.com
  	Small Business Saturday UK
 	SmallBizSatUK
Hashtag	#SmallBizSatUK