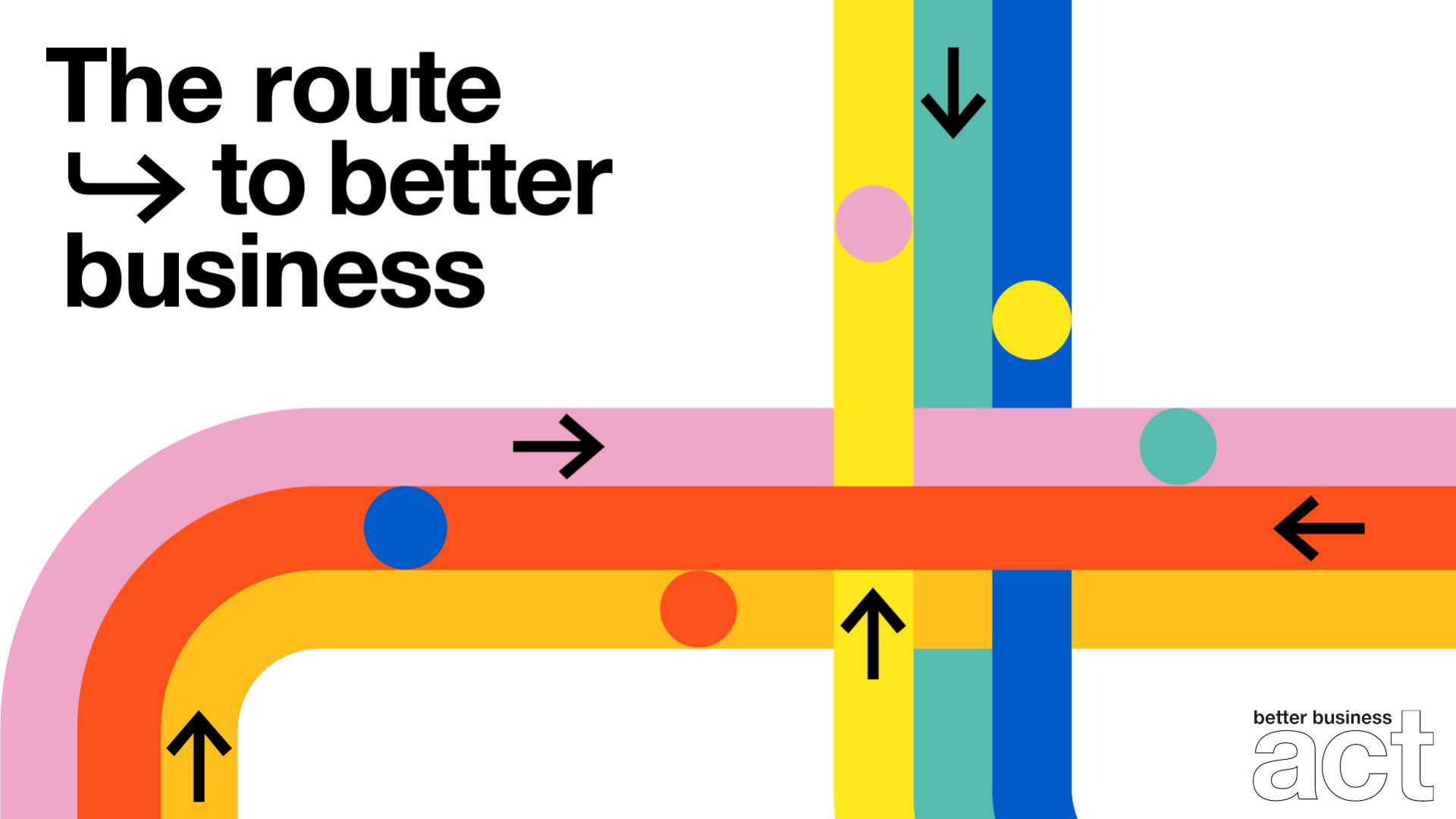


# The route ↳ to better business





# Hello and thank you!

Better Business Day 2025 is just around the corner, so we've created this toolkit as a guide to help shape your communications and create consistency across all applications of the campaign.

Inside, you'll find the different elements that make up the campaign's identity, including messaging, the logo, colour, typography, graphic language and applications.

Thank you so much for your ongoing support – we're so glad to have you on this journey with us.

A decorative graphic featuring thick, rounded lines in shades of orange, yellow, and pink. A teal circle is positioned at the top left, a blue circle at the bottom right, and a yellow circle at the bottom left. A black arrow points upwards on the left side, and another black arrow points to the left on the bottom horizontal line. On the right side, there are overlapping curved shapes in yellow, teal, and blue.

# Contents

**01** Campaign concept

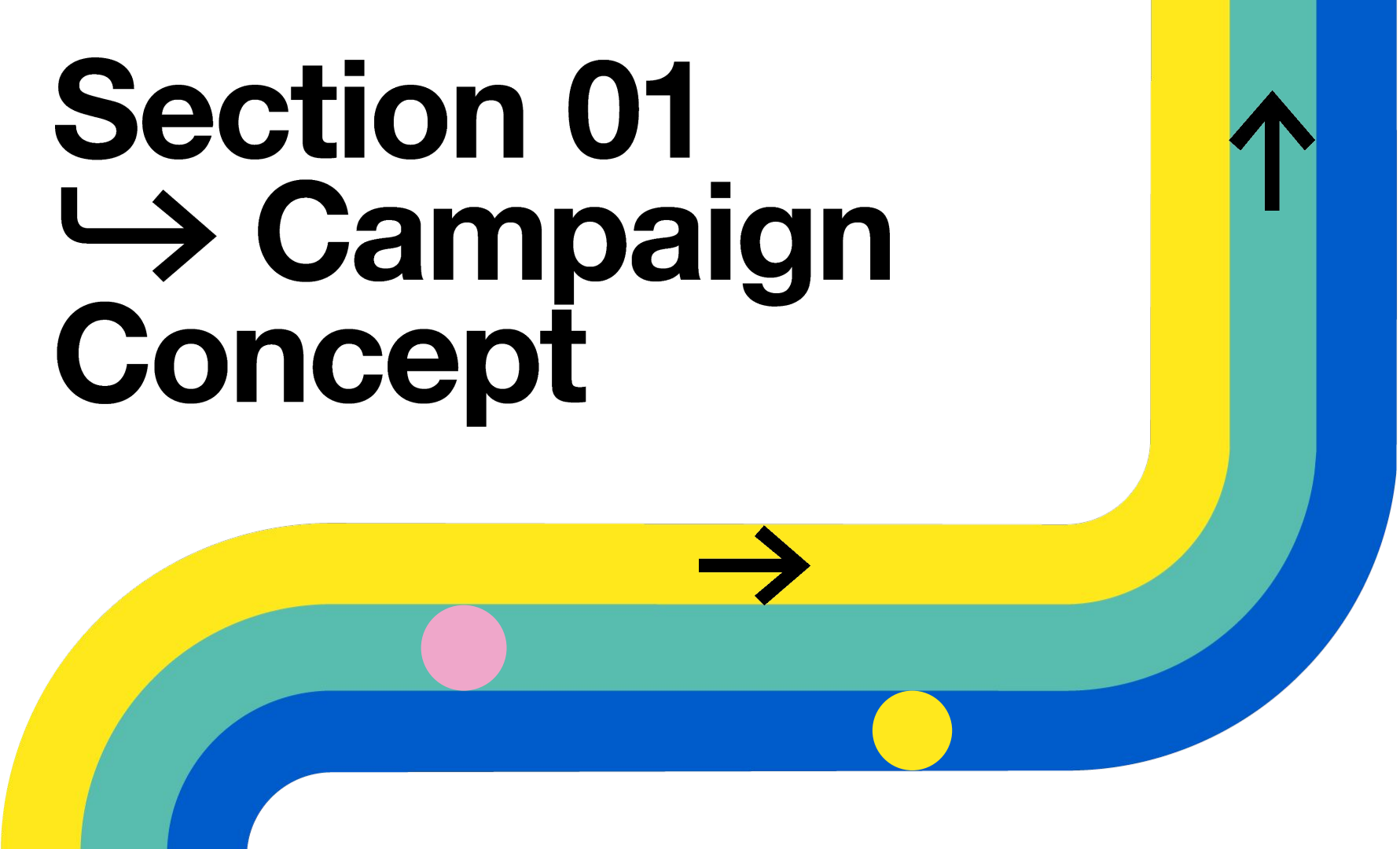
**02** Copy guide

**03** Visual identity

**04** Assets

# Section 01

↳ Campaign  
Concept





# Campaign concept

## The route to better business is here.

This Better Business Day, we're celebrating a milestone: the Better Business Act coalition has grown to 3,000+ supporters in just three years.

But the world is still changing. Fast. And the UK economy is at a crossroads. That's why we must keep showing MPs, policymakers and business leaders that over 3,000 organisations know a better way forward is possible – by amending Section 172 of the Companies Act.

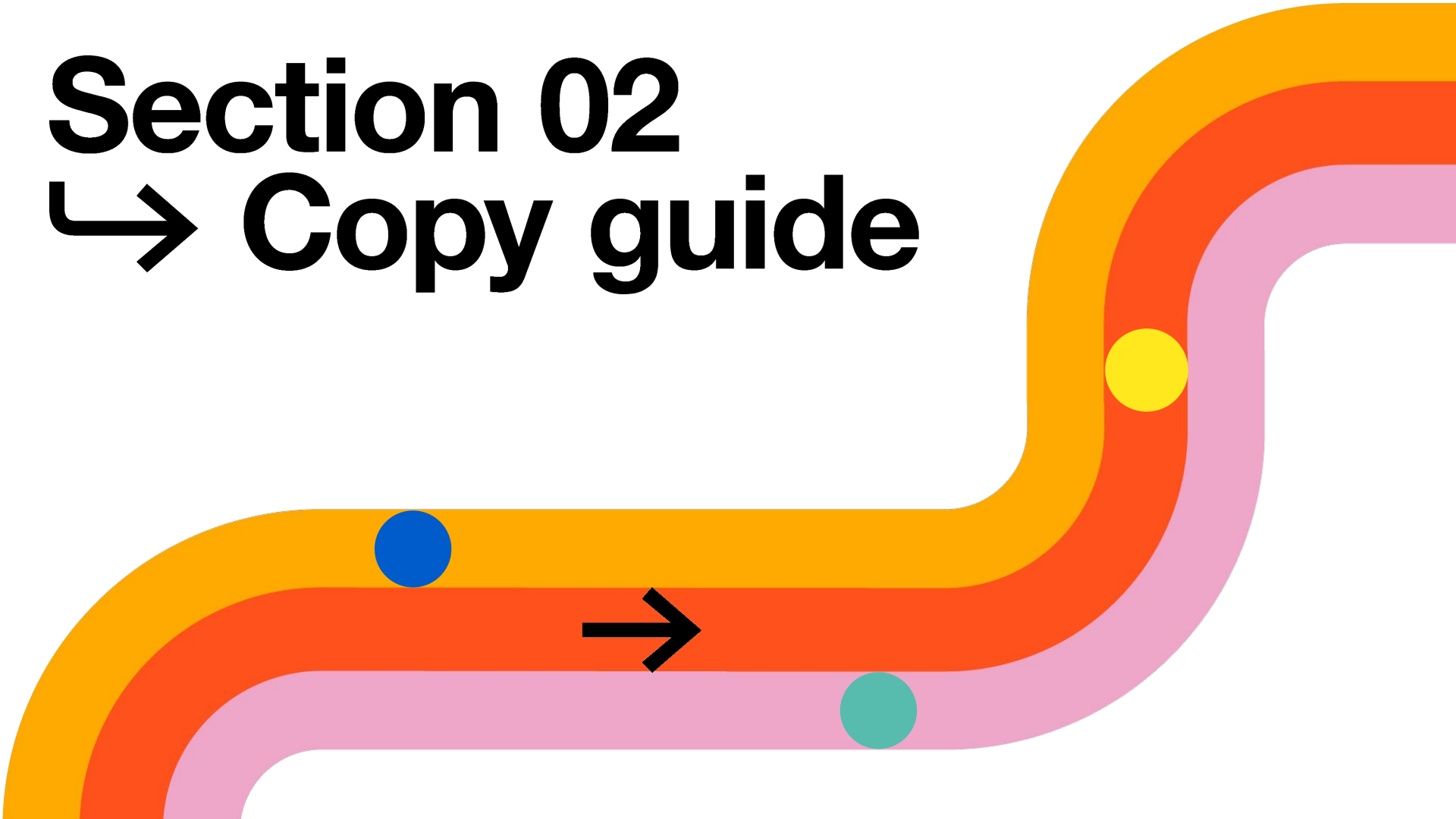
Because businesses that serve people and the planet – not just shareholders – are stronger, more resilient, and better for the economy.

The journey towards better business will look different for everyone.

But, if we all choose to make it, **we can collectively shift growth into a new, more sustainable gear.**

# Section 02

↳ Copy guide





# Key messages

Over the coming pages, you'll see how we lean into the language of 'journeys' and 'routes' to reflect the directional feel of the campaign's concept.

Our copy should always demonstrate the strength and importance of the progressive business movement, with a determined, informed and warm tone.

## 01 **Urgency:** emphasising the need to act now

*The world is changing. Fast. And the UK economy is at a crossroads.*

## 02 **Momentum:** a growing coalition calling for change

*Over 3,000 UK organisations know there's a better way forward.*

## 03 **Economic benefits:** supporting long-term growth

*We're shifting growth into a new, more sustainable gear.*



# Key message 01: Urgency

Here are selection of headlines and calls to action across the first of our key messages, which emphasise the need for our audiences to act now.

**Note:** Pink and red are the primary graphic colours for this message.

## Headlines

**We must redirect the future of business**

**Choose a better journey today, not tomorrow**


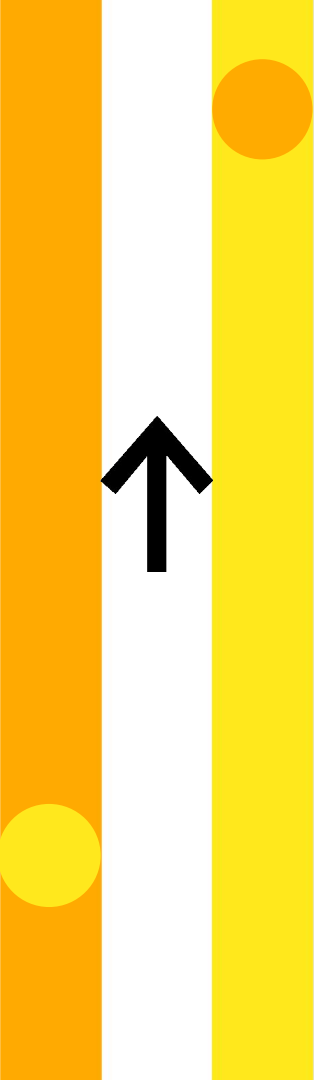
**Businesses are at a crossroads**

**It's time to choose a better route**

## Longer-form

- The world is changing. Fast. And businesses must be empowered to change with it. Changing Section 172 in the Companies Act is the best route towards a just and more sustainable future.
- UK businesses are at a crossroads. The risks of standing still are clear: rising inequality, climate chaos and economic instability. They know they need to choose a better way forward, but there are still many barriers that must be removed.
- Businesses know they have a crucial part to play on the journey towards a just and more sustainable future. But they need the government to lead the way. The time to act is now.
- From the Post Office scandal to polluted rivers, we've seen what happens when businesses prioritise short-term gains over long-term responsibility. It's time to choose a better route.
- Two-thirds of UK adults believe the government should encourage businesses to behave like B Corps (B Lab UK 2024 Survey Results).





# Key message 02: Momentum

Here are selection of headlines and calls to action across the second of our key messages, which focus on celebrating the growing movement of ‘future-fit’ businesses acting as a force for good.

**Note:** Orange and yellow are the primary graphic colours for this message.

## Headlines

**Collectively  
redirecting the future  
of business**

**Over 3,000 UK  
businesses and  
organisations know  
there’s a better way  
forward**

**This way to choose a  
better route together**

**Let’s travel towards  
better**

## Longer-form

- In just 18 months, the UK’s B Corp community has doubled – proof that businesses are ready to lead the way towards a just and more sustainable future. With government backing, they could go even further.
- From 300 to 3,000 supporters in just three years, the Better Business Act coalition is sending a clear message to MPs and policymakers: changing Section 172 in the Companies Act will help businesses choose a better journey.
- The Better Business Act coalition is a growing movement of future-fit businesses who want to travel towards better. They’re already making progress: policies like the Waters Special Measures Bill show that change is possible. With government backing, even more businesses could choose a better route.
- More and more UK businesses are realising that being geared for short-term thinking alone will ultimately get them nowhere. But things are changing. Joining the Better Business Act coalition is your chance to choose a different route towards the future – one that serves all stakeholders, not just shareholders.
- The journey towards better business will look different for everyone. But, if we all choose to make it, we can collectively shift growth into a new, more sustainable gear.

# Key message 03: Economic benefits

Here are selection of headlines and calls to action across the third of our key messages, which talk about how the Better Business Act will enable businesses to advance the interests of all stakeholders.

**Note:** Teal and blue are the primary graphic colours for this message.

## Headlines

**Shifting growth into a new, more sustainable gear**

**Pursue progress and profits will follow**

**The route to a more resilient economy**

**Join the journey towards better growth**

**Good business is sound business**

## Longer-form

- Changing Section 172 in the Companies Act – to ensure the interests of people, planet and profit are aligned – will shift our country’s economic growth into a new, more sustainable gear.
- Businesses that serve all stakeholders – not just shareholders – are stronger, more resilient, and better for the economy.
- When unexpected obstacles appear, B Corps are more able to overcome them. That’s why UK B Corps saw a 23.2% revenue increase last year – far above the national average.
- B Corps aren’t just growing revenue – they’re growing jobs. While small and medium-sized enterprises (SMEs) nationwide saw a decline in employee headcount from 2023 to 2024, B Corps bucked the trend, increasing headcount by 9.6%.
- Future-fit businesses that pursue profits and progress are proving that taking the route towards better growth leads to a more resilient economy. 44% of B Corps seeking investment found that certification helped attract investors.



# Section 03

## ↳ Visual identity

# Logo

The campaign logo points to a better way forward, with the off-centre type nudging businesses towards a different kind of future.

The logo uses Helvetica Neue, to keep the logo aligned with the rest of the B Lab UK brand.

The logo is usually placed to the left of a layout, alongside left aligned text.

The logo is available to download in AI, PNG and JPG formats [here](#).

**The route  
↳ to better  
business**

# Logo lockup

We also have a lockup version of our logo.

The 'o' from 'route' should be used as guide to make sure the logo has enough space.

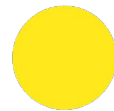
The logo is available to download in Illustrator, PNG and JPG formats [here](#).



# Colours

The Better Business Act (BBA) campaign identity uses the BBA teal and a higher saturated version of BBA orange, to maintain a link with the rest of the identity,

The other colours help bring a brightness to the identity and when used in the routes should try to be divided into yellow, teal, blue and then orange, red, pink, with teal and red always sitting in the centre of the route lines.



**Yellow**

#ffe81c  
R255 G232 B28



**Teal**

#58bcae  
R88 G188 B174



**Blue**

#005bcb  
R0 G91 B203



**Orange**

#ffaa00  
R255 G170 B0



**Red**

#ff511c  
R255 G81 B28



**Pink**

#efa7c9  
R239 G167 B201

# Type

Helvetica Neue Bold is our heading typeface, a contemporary sans serif, chosen to link back to the Better Business Act identity as well as because of its popular use in transport signage.

Helvetica Neue Bold is supported with Helvetica Neue Regular for subheadings and body.

Headings / Helvetica Neue Bold

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## Choose a better journey

Subheadings / Helvetica Neue Regular

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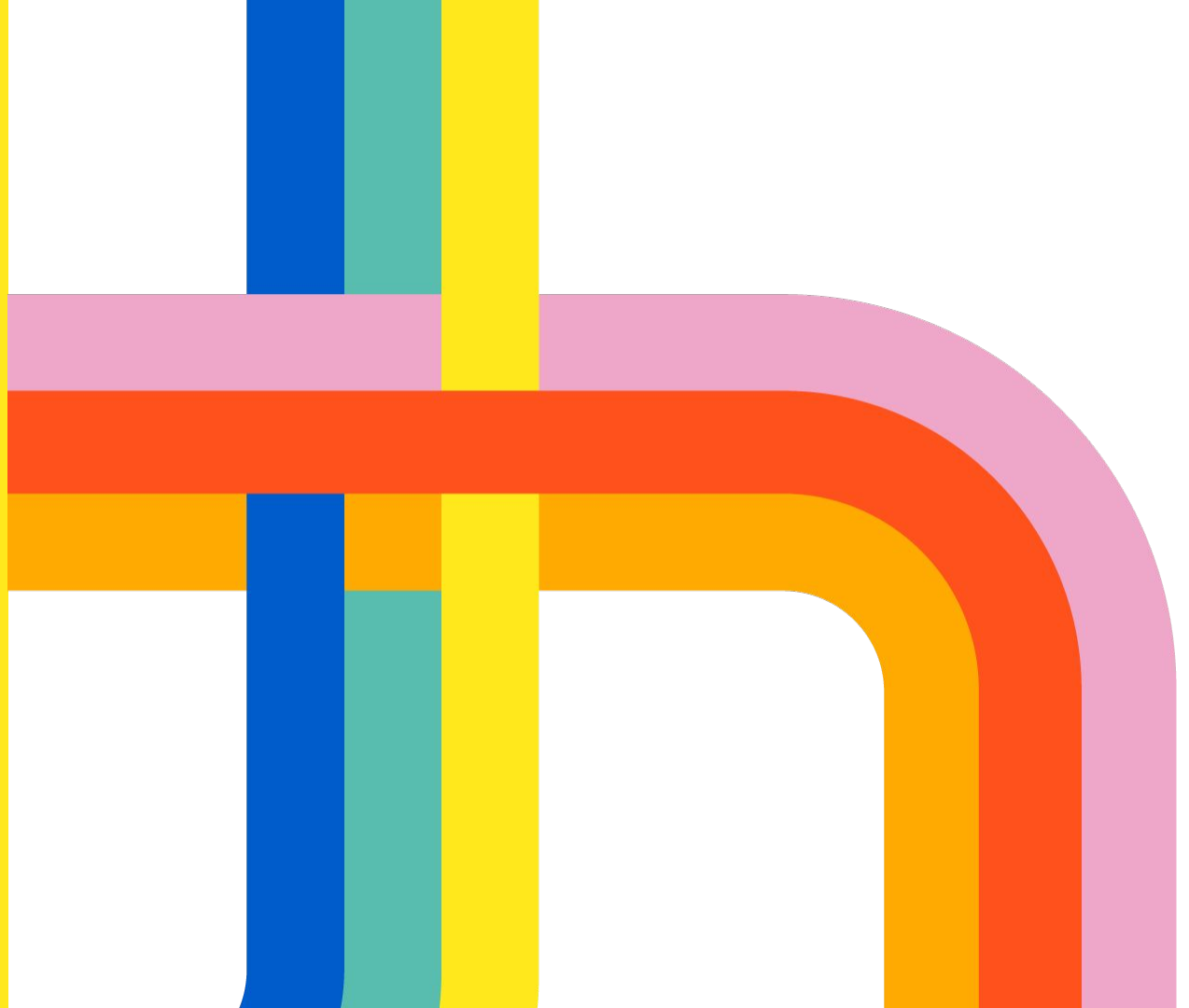
Over 3,000 UK organisations know  
there's a better way forward

# Brand graphics

To represent the idea of routes and journeys, our brand graphics are based on a tube maps and transport systems.

It is formed from routes which include 3 bending lines in each, which at times overlap to create a woven look which represents the complexity and diversity of routes and journeys that can be taken to get to a better place.

This graphic is mainly used around headings and type.

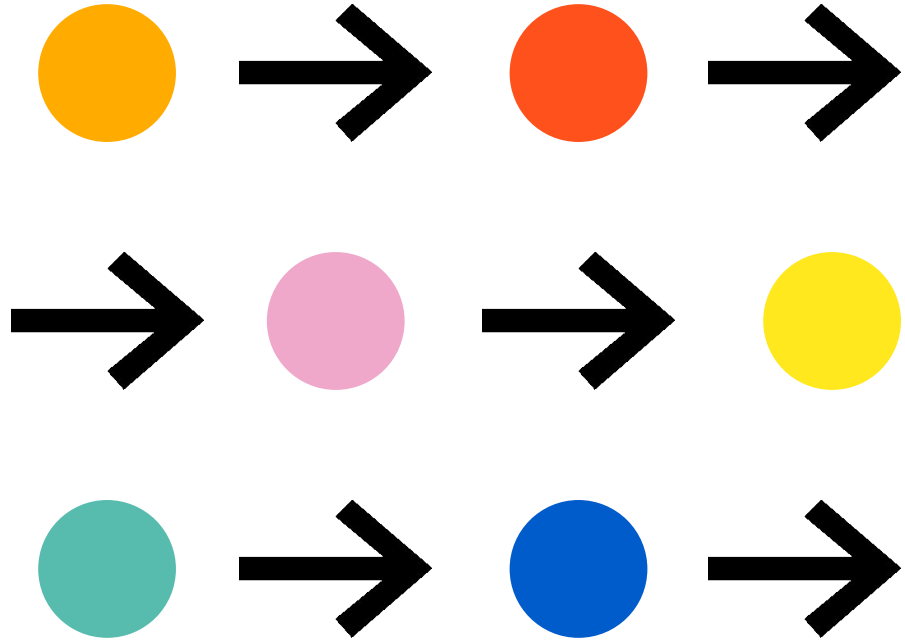


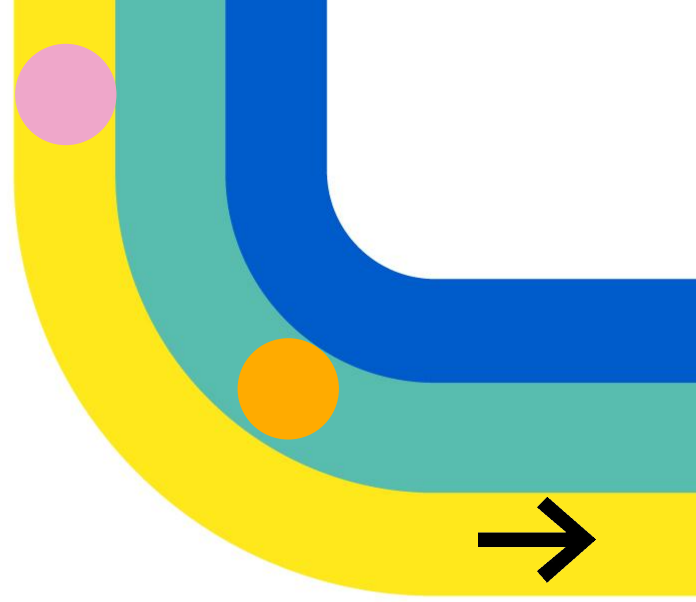
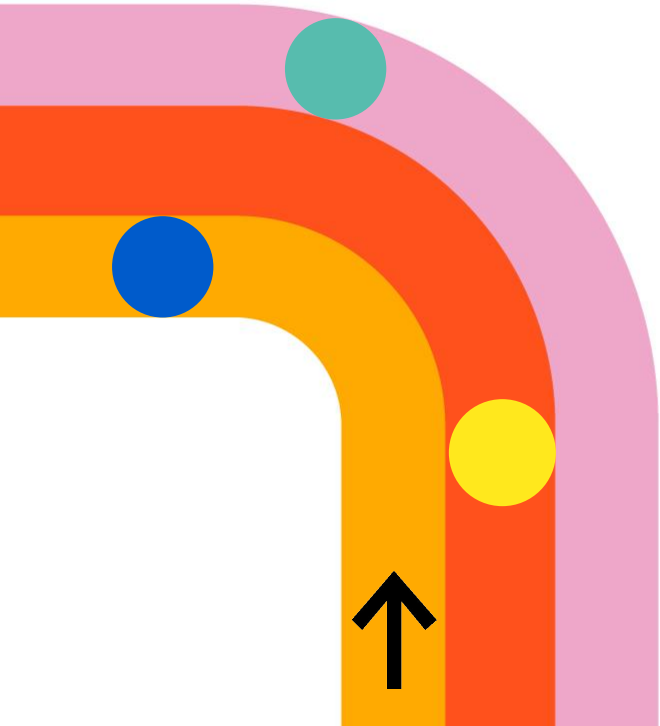


# Brand graphics

The routes are supported by circles and arrows which are placed inside the individual lines of the routes.

The circles represent individuals and businesses traveling on their journey to better business. The arrows create a feeling of direction, movement and momentum.





# Section 04

## ↳ Assets

# Social Templates

You can edit and download Canva templates [here](#). Click 'File' and 'Make a copy' to edit these assets for your own social media channels.



Image and headline text



Image and longer text



Image only

# Example social post: Coalition member

## Caption copy

Well-trodden paths are no longer working for UK businesses like ours. We need a better route, fast.

And, along with over 3,000 other businesses and organisations, we're choosing one.

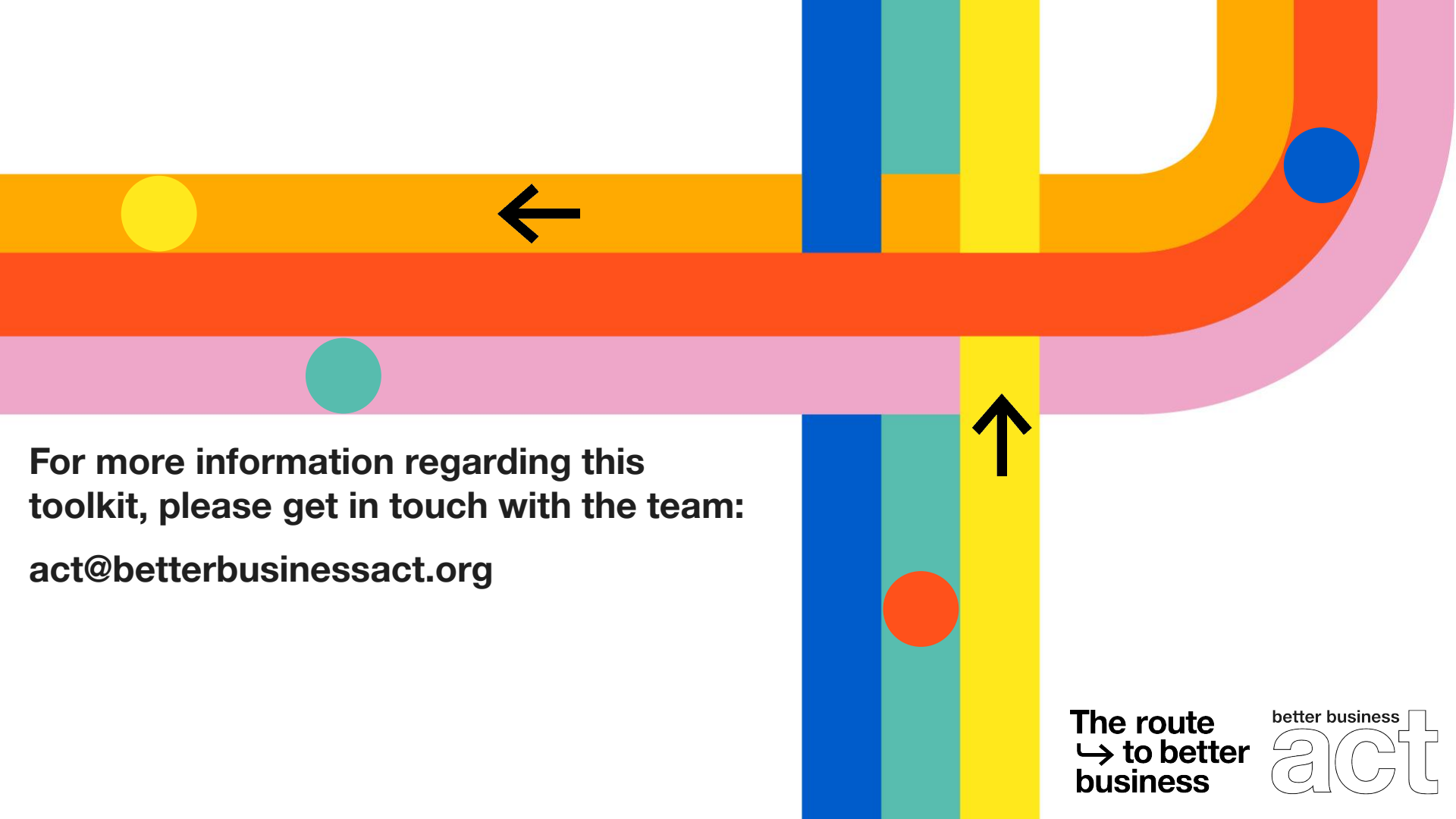
We're proud to be part of the fast-growing Better Business Act coalition. Together, we're sending a clear message to MPs and policymakers: changing Section 172 in the Companies Act – to ensure the interests of people, planet and profit are aligned – will shift our country's economic growth into a new, more sustainable gear.

The Better Business Act is our chance to collectively redirect the future of business. Because businesses that serve all stakeholders – not just shareholders – are stronger, more resilient, and better for the economy.

Join us on the route to better business. Join the Better Business Act coalition today.



Text only



For more information regarding this toolkit, please get in touch with the team:  
[act@betterbusinessact.org](mailto:act@betterbusinessact.org)

The route  
↳ to better  
business

better business  
**act**