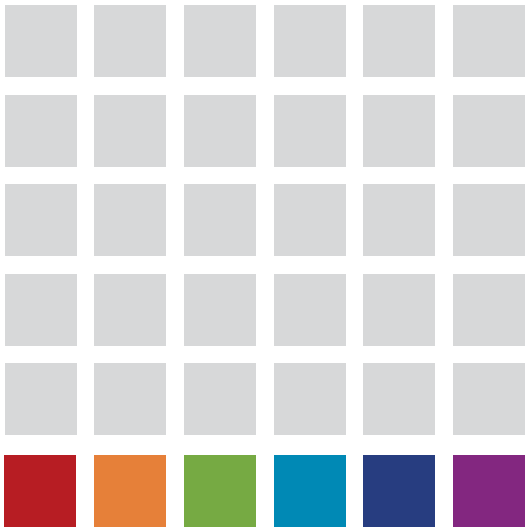


BRAND ▪ WEB ▪ WORD ▪ MARKETING ▪ MEDIA ▪ PRINT



wilson design associates

BRAND

We like to think our work speaks for us – but more importantly we know it speaks for **you**

ORIGINAL LOGO



NEW LOGO



INTEGRATION WITH PARENT COMPANY LOGO



BEAUTY LOGO



VANESSA LEIGH

HANDS • FEET • WAXING • BESPOKE TREATMENTS



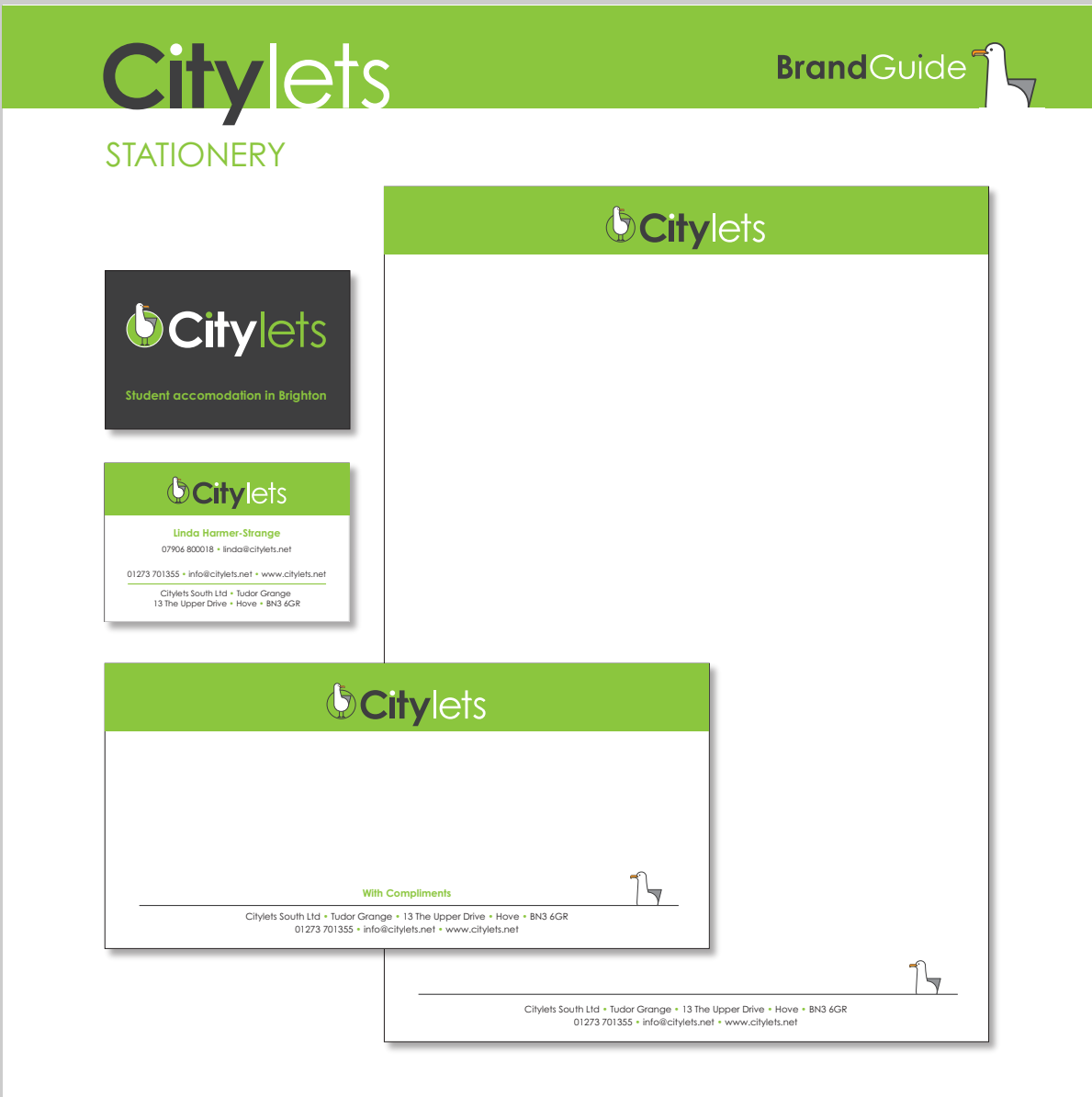
HEALTH LOGO



VANESSA LEIGH

FOOTCARE TREATMENTS • NAIL RECONSTRUCTION



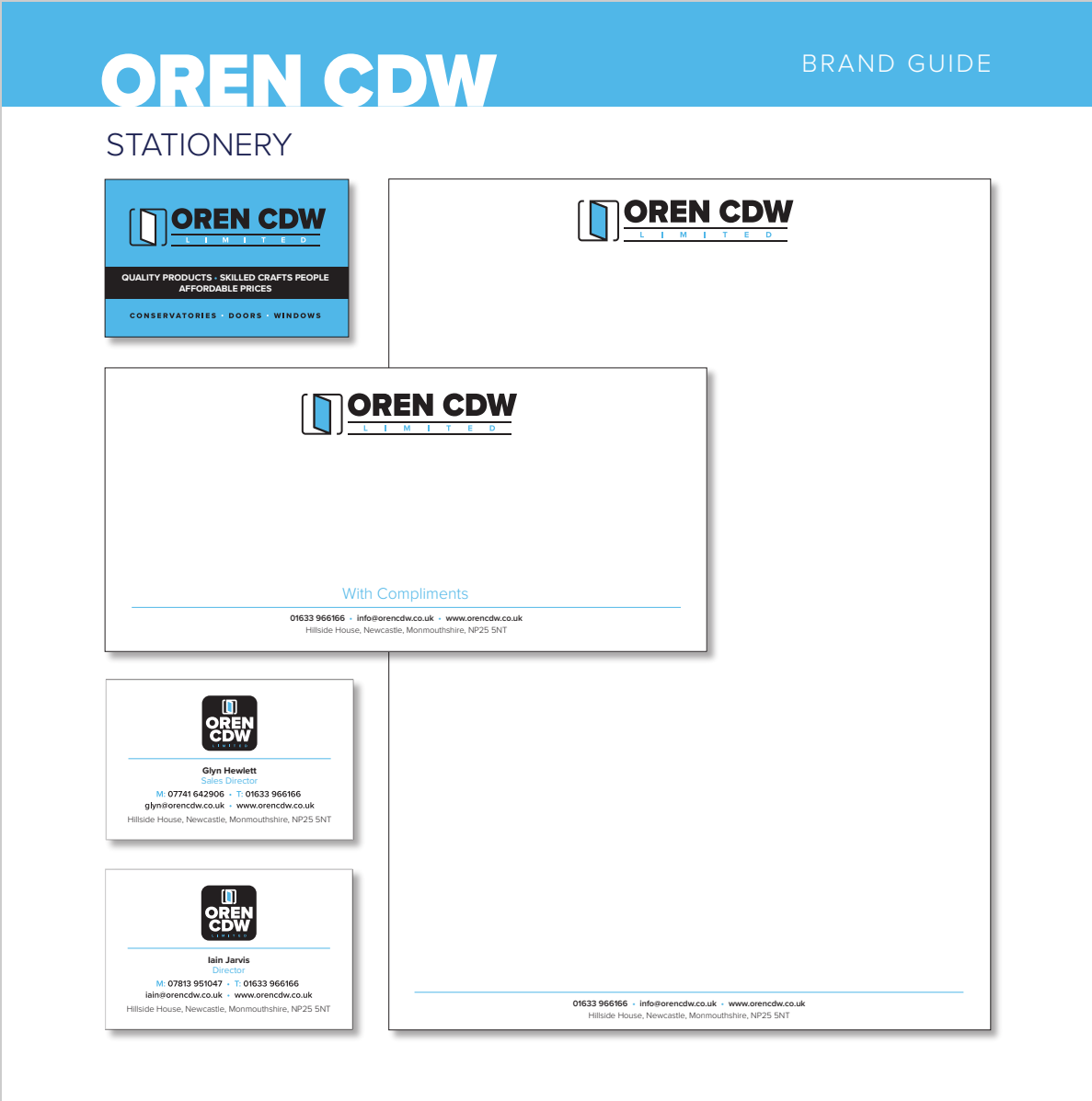




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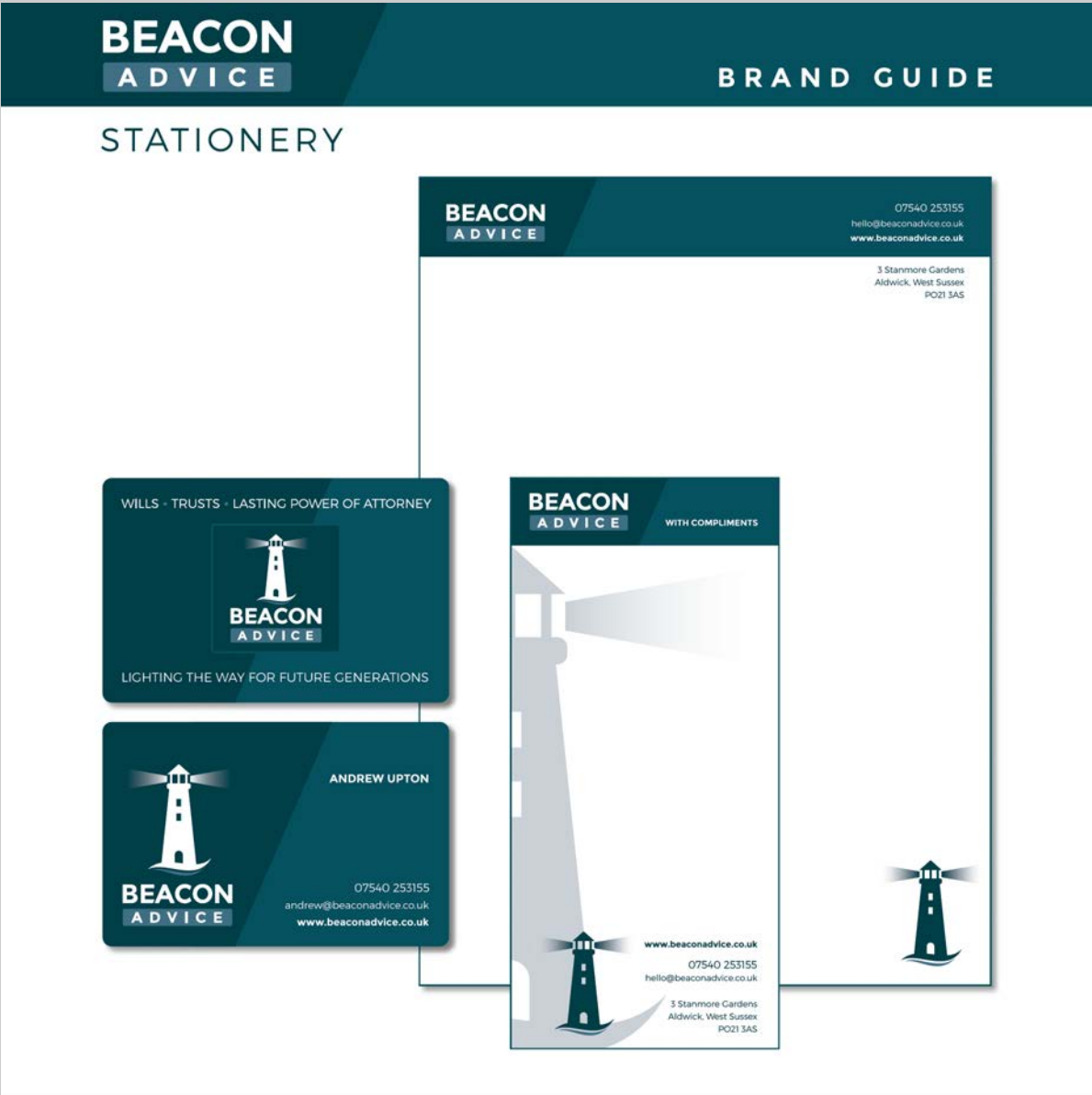



LOGO WITHOUT STRAPLINE



STATIONERY







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MASTER LOGO A



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COLOURS

ROYAL BLUE

REGAL GOLD

WHITE

BLACK

CMYK:
100c
100m
0y
0k

RGB:
46.49.146

#2E3192

CMYK:
60c
30m
0y
0k

RGB:
207.174.126

#CFAE7E

CMYK:
0c
0m
0y
0k


RGB:
255.255.255

#FFFFFF


CMYK:
0c
0m
0y
100k

RGB:
35.31.32


#231F20




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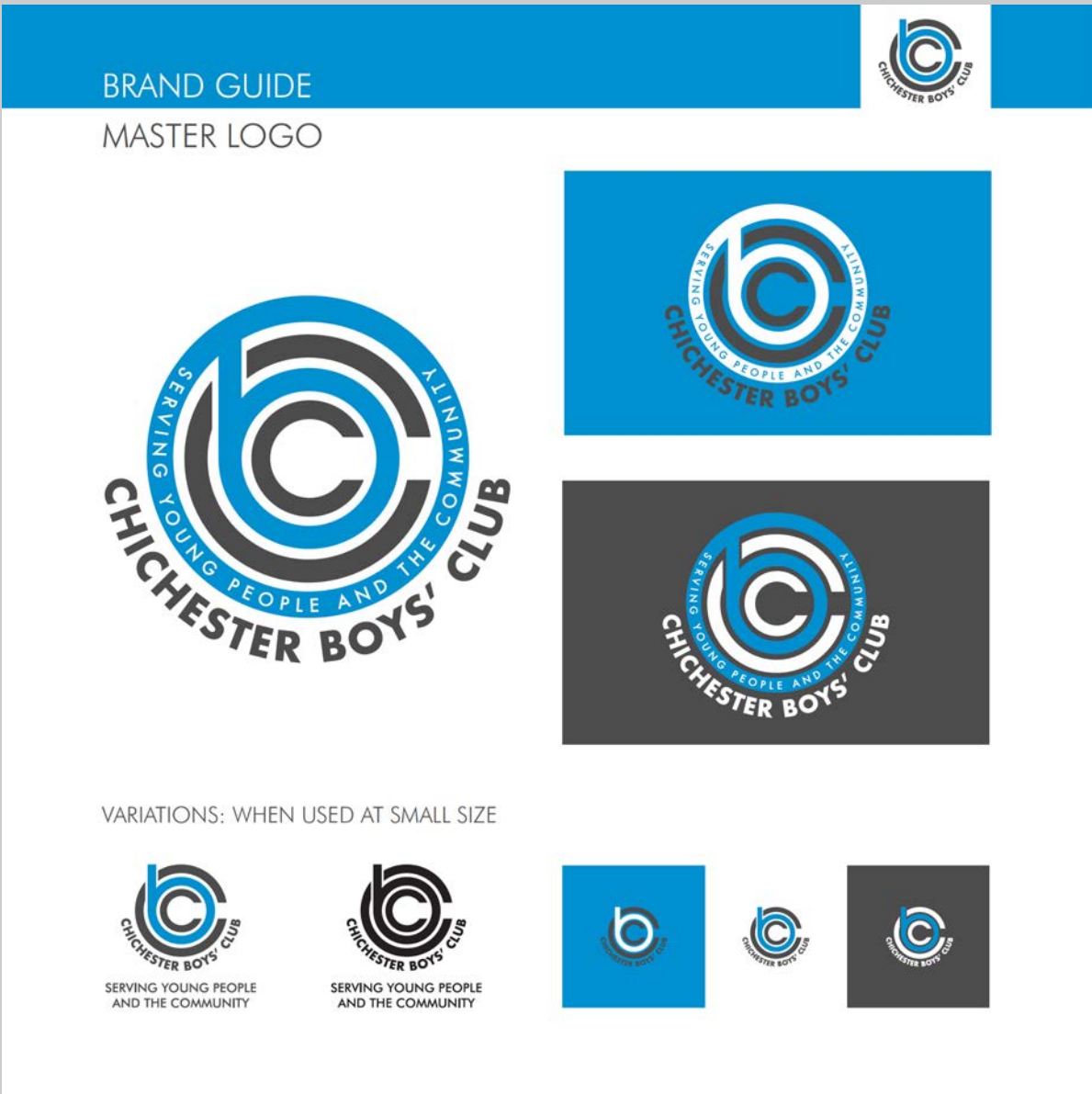
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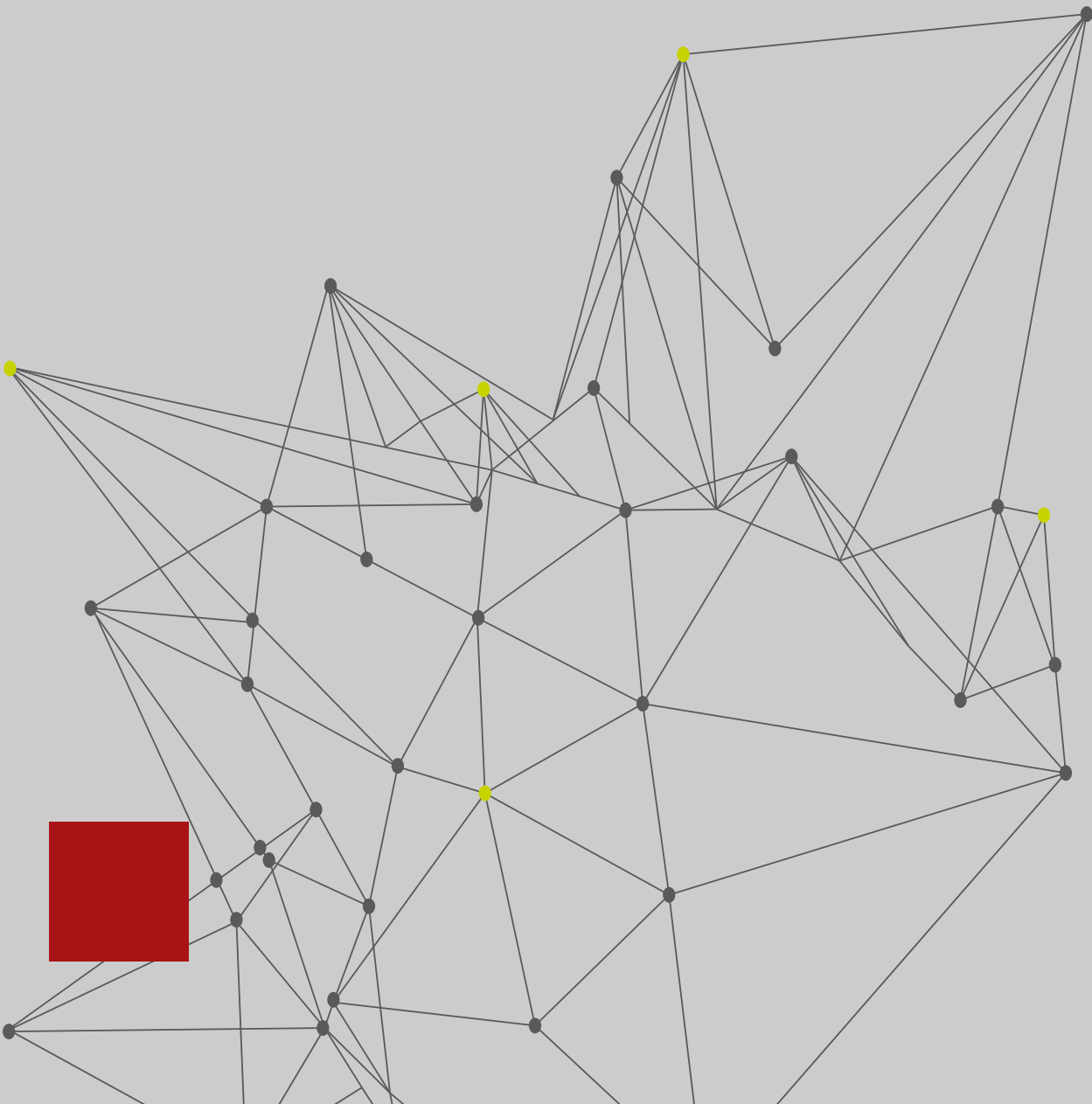


DANIEL CONRAD

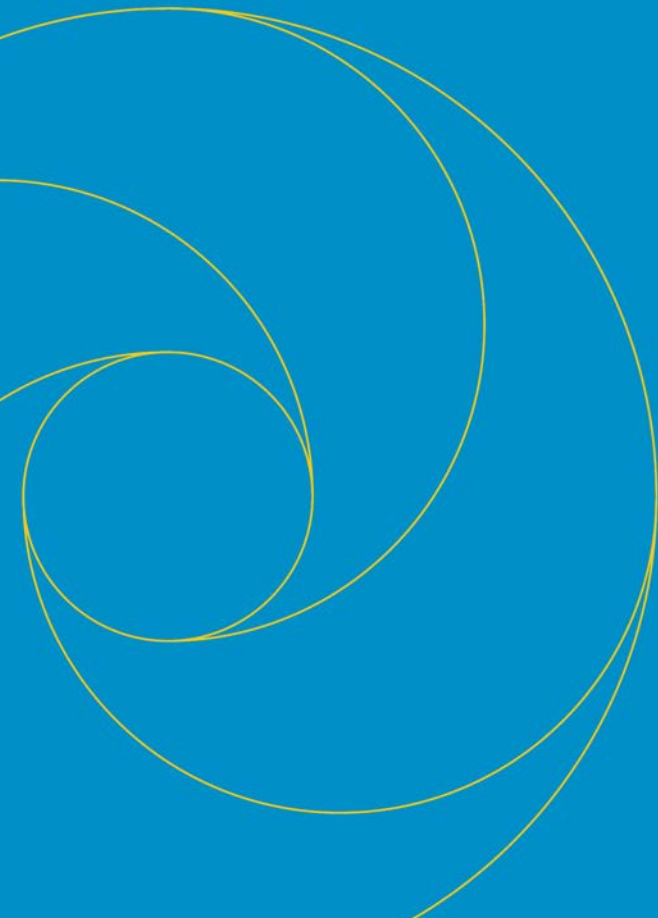


DANIEL CONRAD





KB TRAINING & DEVELOPMENT



BRAND

KB TRAINING & DEVELOPMENT

BRAND

MASTER LOGO

KB TRAINING
& DEVELOPMENT



KB TRAINING
& DEVELOPMENT



SCREEN blue

KB TRAINING
& DEVELOPMENT



KB TRAINING & DEVELOPMENT

BRAND

STATIONERY



21 Jubilee Road, Chichester, PO19 7XB T: 07881 958307 E: kate@kbdevelopment.co.uk
www.kbdevelopment.co.uk



FREE RANGE THINKING

RECENSEO

THE SUSSEX MARKETING COMPANY

EST 2008 • CHICHESTER

This document is a guide to the brand communication style for Recenseo.

Getting our brand right matters. Our brand is valuable and sits at the heart of our activities. It is how we do business and how clients experience our business and it must be delivered in everything we do.

These guidelines explain what our brand stands for, how it's expressed, and how the creative elements fit together in all our communications. The guide should be followed when commissioning, designing or delivering any kind of brand communications.

OUR BRAND

THE BRAND IN USE

Promotional materials

There is a set style for our promotional materials which should, in all instances, be impactful

If logo two is being used and the design requires it to be tilted at an angle for impact then a consistent angle of rotation should be used.

Free range thinking

Experience? We've got a bit... With half a century of sales and marketing experience we know what works and what doesn't.

Having worked both agency and client side, we deliver solid and effective marketing which integrates clients, excites staff and engages customers... We'll help you enjoy your marketing again!

What you see as a challenge, we see as fun and a chance to put our experience and knowledge into practice - giving you the reassurance, confidence and, importantly, the results you need.

How we can help:

Marketing planning

What to say, who to say it to and when to say it.

Public relations

Raising and maintaining your profile.

Social media

Establish and growing your reputation and presence.

Web marketing and SEO

Providing the online credibility people need - when they need it.

Design

Looking good and feeling better!

Clearly, we don't hold back. We find it hard not to comment on people's marketing.

So if you're up for it, give us a call, drop us an email and we'll tell you what we really think.

www.recenseo.co.uk

marketing planning
public relations
social media
web marketing & SEO
design

DISPLAY VINYL

DL LEAFLET

ROLLER BANNER

THE BRAND IN USE

Stationery

Examples of stationery are shown here. The font for all written comms is Arial narrow

The following pages show some examples of the brand in use and are intended as a guide to applying our brand consistently and imaginatively.

THE BRAND IN USE

Powerpoint

The Powerpoint template has been designed to look clean and fresh while being easy to use. It has an impactful first page, with easy to read following pages.

The colour scheme is:

Front page: a nude background, using the roundel logo on the left and headline text range right

Internal pages: using the tertiary logo, this is situated bottom right, with the website bottom left

Images should only be used if needed; to emphasise a point, not just to fill a space and should only be taken from our photo library

RECENSEO

THE SUSSEX MARKETING COMPANY

OYSTER ESTATES

BRAND GUIDELINES

The brand guidelines show the basic elements of our visual identity and, if used consistently and creatively across all of our communications, will help us to improve our public recognition allowing us to build on our key messages and reputation.

MASTER LOGOS

The Oyster logo is at the heart of our visual identity and therefore should be used faithfully and consistently. Always use master artwork supplied and ensure you are using the correct file-type for your reproduction requirements.



PRIMARY COLOURS

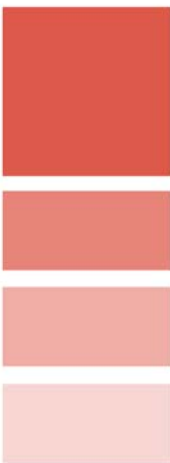
Solent Blue

CMYK: 70c 30m 35y
RGB: 85,148,149
PMS: 5483



Gurnard Red

CMYK: 10c 80m 75y
RGB: 221,89,73
PMS: 7416



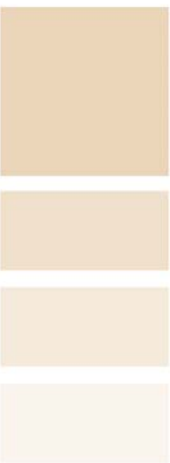
Oyster

CMYK: 24c 24m 30y
RGB: 196,184,172
PMS: 7529



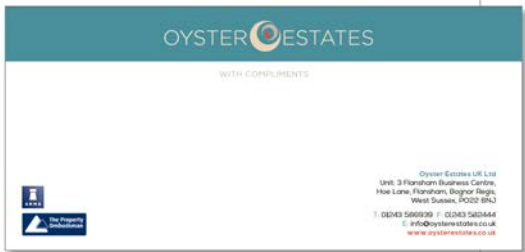
Pebble

CMYK: 8c 15m 27y
RGB: 233,212,185
PMS: 7500



Oyster's colours, like the logo itself, need to be used consistently and accurately. If a tint of a colour is required then the values of 25%, 50%, 75% and 100%, should be used wherever possible.

STATIONERY



chichestershutters

brandguide

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STATIONERY

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SAM DUNSTER
T: 01243 252 047
E: sam.dunster@chichestershutters.co.uk

chic and stylish shutters
to transform the
look and feel of **your** home

With Compliments

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chichestershutters

MARKETING

chichestershutters

chichestershutters

chichestershutters

3 big reasons to choose chichestershutters

- You can count on us for quality:**
From design to fit, we pay a great deal of attention to every step of the process to make sure you love your shutters as much as we do!
- You'll always get the personal touch:**
As much as people's tastes and styles differ, everyone deserves a quality product and service. We're proud to offer you a personal touch.
- You Don't start here!**

chichestershutters

Are you looking for an alternative to curtains and blinds?
Do you want to **transform** the look and feel of **your** home?

Then we have the answer for you!

We specialise in **supplying, measuring and fitting high quality custom-made shutters**. You may think you've got a hard-to-fit bay window or a complex shape, but we'll definitely have the perfect solution for YOU. Since our inception 16 years ago, we've helped transform hundreds of homes by fitting beautiful shutters - we've even been featured on *10 Minute Makeover*, *Design My House*, *10 Paving Drives* and *DIT 5000*. So trust us, we know our stuff!

What's more, we're quoting in the area this week, so if you're interested then why not call us for a free, no-obligation quote before we're gone!

Give us a call **today** on **01243 252019** for your **free** quote

chichestershutters

Transform Your Home in 3 Easy Steps

STEP 1

Visit Our Website or Give Us A Call For A No-Obligation Quote

STEP 2

FREE Home Survey & Expert Measuring Service

STEP 3

Professional Fitting Service



We've been **supplying** and **fitting** shutters in and around Chichester for the past **18 years** and our customers tell us how choosing **window shutters** has completely **transformed** the look and feel of their home.

We've even been featured on **60 Minute Makeover**, **Help! My House Is Falling Down** and **DIY SOS**! So trust us, we really know our stuff.

So what are you waiting for? Contact us for a no-obligation quote today!

"Personal service throughout, quality of workmanship is first class, a great pride in their work shone through from start to finish - very tidy and accommodating."

Sonia and David Harris
Chichester, West Sussex



Just tell us you've seen this advert!

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Last name *
Email *
Phone number *

STEP 2 FREE Home Survey & Measuring Service

STEP 3 Professional Fitting Service




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Over **8000 homes** transformed with shutters **since 1999**





HARRIE'S
COFFEE

The brand guidelines show the basic elements of our visual identity and, if used consistently and creatively across all of our communications, will help us to improve our public recognition allowing us to build on our key messages and reputation.



www.harries-coffee.com

BrandGuide



HARRIE'S
COFFEE


BrandGuide

MASTER LOGOS













HARRIE'S
COFFEE

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Boost staff morale & productivity
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HARRIE'S
COFFEE

BrandGuide

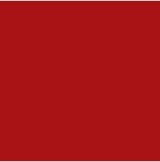
BUSINESS CARDS







Harrie's Coffee for your Cafe, Deli or Restaurant





With Compliments



Richard Atkinson
Team Manager
South Coast Region

Tel: 01243 542714
Email: info@sussexorchards.co.uk

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Eastergate Lane
Walberton
West Sussex
BN18 0AE



Freeman Close
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Walberton
West Sussex
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Pick a pot of perfect pâté!



Put your pâté in pecking order!





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