



Contents

About us

Our vision and values	2
-----------------------	---

Logo

Primary logo	3
--------------	---

Sub brands	5
------------	---

Strapline	6
-----------	---

Primary logo spacing and size	7
-------------------------------	---

Sub brands spacing and size	8
-----------------------------	---

Colour palette	9
-----------------------	----------

Typography	11
-------------------	-----------

Messaging/Tone of voice	12
--------------------------------	-----------

Corporate stationery	14
-----------------------------	-----------

Marketing material examples	16
------------------------------------	-----------

About us

Our vision

To work in partnership with our clients, helping them to build better workplaces, and better businesses.

We value

Creating a vibrant workplace for our employees.
Delivering a service that is organised and effective.
Sharing our business savvy and expertise.
Always being authentic.

Logo

Primary logo



Primary logo on white (paper) background.

Logo

Primary logo



Primary logo on a white/light background



Primary logo on a black/dark background



Primary logo in greyscale

The primary logo should, wherever possible be used.

To reinforce our identity and aid recognition, ink blue is the recognised corporate colour. Usage of the primary logo should adhere to the guidelines specific in this document and the logo must never be reproduced or altered in any way.

Logo

Sub brands



Primary logo with sub brands

The sub brands must always appear with the primary logo.

Logo

Strapline



Strapline is **Better at work.**

This strapline never appears on its own and must never be reproduced or altered in any way.

Logo

Primary logo spacing



Space is important for a logo to stand out correctly without interference on any collateral and documents, both in print and on the web.

As shown in the example above, use the triangle as a guide for the exclusion zone.

The logo is designed as a vector graphic, which means it can be ultimately scaled to any size without pixelation.

Logo

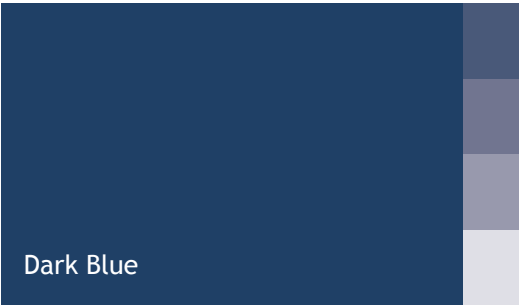
Sub brand spacing



The same spacing should be applied to the sub brands.

Colour palette

Primary



CMYK (%)		RGB	
C	100	R	35
M	85	G	57
Y	45	B	95
K	10		

Hex (#) 23395f



CMYK (%)		RGB	
C	0	R	87
M	0	G	87
Y	0	B	86
K	80		

Hex (#) 575756

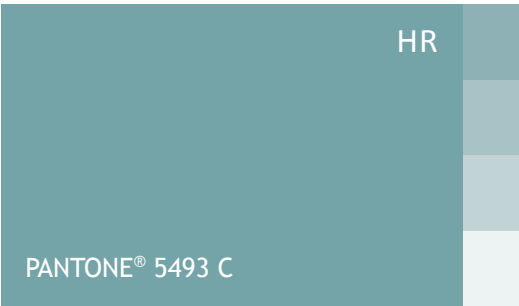


CMYK (%)		RGB	
C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

Hex (#) 000000

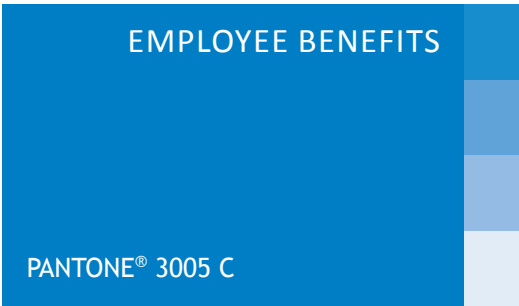
Colour palette

Secondary



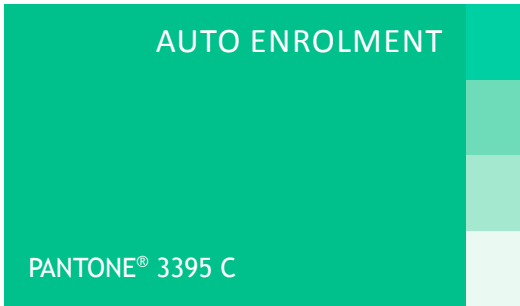
CMYK (%)		RGB	
C	54.59	R	127
M	21.2	G	168
Y	29.8	B	173
K	3.36		

Hex (#) 23395F



CMYK (%)		RGB	
C	100	R	0
M	40.19	G	117
Y	0	B	201
K	0.06		

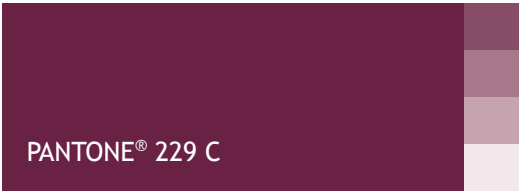
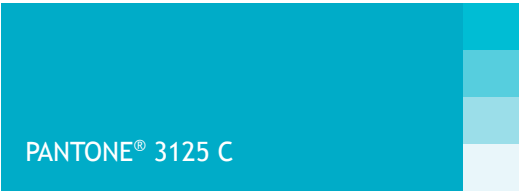
Hex (#) 0075C9



CMYK (%)		RGB	
C	82.01	R	0
M	0	G	193
Y	60.41	B	139
K	0		

Hex (#) 00C18C

Suggested colour palette for future sub brands



Typography

Typography plays a key role in brand recognition. Each typographic character has its own personality which can be associated to the brand. It is therefore very important to use these characters in all advertising and commercial documents.

Headings, straplines and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri italic

Tone of Voice

Statements and word banks

The INK brand is made up of more than just visual elements. The way in which we write and speak to our customers, what we say and how we say it, is just as important as our logo. This is our tone of voice, and it brings the brand idea to life in a way that is distinctly ours.

INK's tone of voice is formed by the brand essence: **'Better at work'**.

Whenever people see something from INK it should add credibility to that essence, whether it is a web banner seen online or a sales letter addressed to only one client.

This section introduces INK's tone of voice and gives guidance on how to put it into practice, both for external agencies and for INK employees who have to write as part of their jobs.

Clear

INK is understandable. INK makes sense of the complex and delivers clear recommendations, conclusions and advice. We keep business jargon to a minimum. The clarity of our communication also infers confidence in our capability.

Vibrant

The way we communicate is positive and up beat. We avoid negatives. We are confident and can do.

Organised

INK is committed to delivering high-quality services. Our effective methods take work out of our clients' hands, freeing up precious time. We keep up to date with legislation and work our way effectively towards deadlines, ensuring our clients are kept informed of the issues that affect their business in a timely and relevant manner. Always.

Expert

In an environment of constantly changing rules and regulations, INK is confident and expresses an informed point of view. In a world overflowing with information but lacking in interpretation, we speak our minds. We know the facts, know their implications, have a view on the future and what happened in the past. But we are not passive holders of knowledge: we use it to forge new ideas and approaches.

Authentic

INK is personable and responsive. INK is grounded, never superficial, and always authentic. We use our knowledge and experience to illuminate debate and decisions. We are interested in people and in making work a better place.

Wordbank

Dynamic, Expertise, Personal, Clear, Precise, Confident, Timely, Relevant, Delight

Here's how:

Expressing an informed point of view

Using personal, dynamic, energetic language

Bringing clarity to a subject

Looking outward, not inward

Editing expertly to ensure precision

Short sentences

Corporate stationery



A4 Letterheads (297mm x 210mm)



Business card
(85mm x 55mm)

The layout for corporate literature should be consistent.

Format, font, character size and the position of the various elements and their proportions must be rigorously observed.

Brochure layouts



Introduction page example



Inside page examples



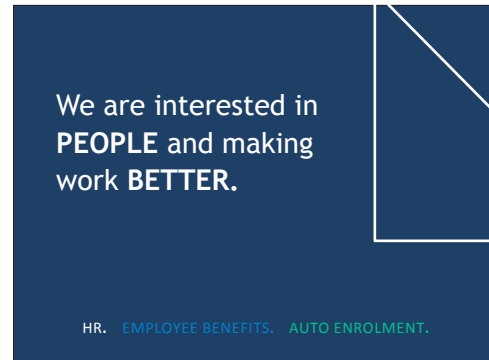
Format, font, character size and the position of the various elements and their proportions must be rigorously observed.

Corporate colours can be used for introduction pages or to highlight product images.

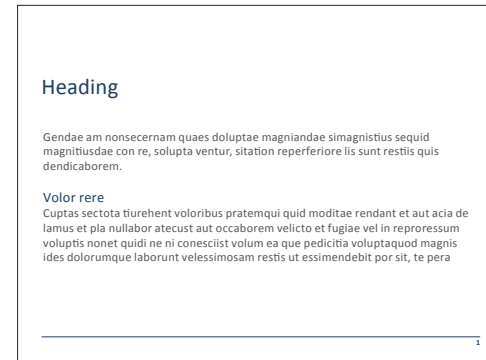
PowerPoint templates



Cover slide



Introduction slide



Title slide



Image slide

catalyst

These guidelines are intended as an example of how a set of brand guidelines may work with your brand.

This document may not be used other than as an example.
Please do not distribute or copy any content in anyway without Catalyst's specific permission.