



# CORPORATE IDENTITY GUIDELINES

## Rules and Application

Produced by

**diversified**  
BUSINESS COMMUNICATIONS ■ UK

# Welcome

Using corporate identity correctly and consistently is very important. A great deal of time and consideration has been spent designing the visual aspect of the show. Keeping consistency across the material we produce will strengthen the brands value – even the smallest of details can make a difference.

Every time we use the show logo and branding, we send a message about the quality of our services, about the value we place on the organisation and ourselves. I want people to see us as a professional organisation and, whether we are producing a document that will be seen by our own staff internally or a piece of marketing material that will be reproduced thousands of times for the public, it should be clearly branded and immediately obvious that it was produced by Diversified for the **office\*** show.

This manual has been designed to inform and help you implement the **office\*** show corporate identity. As the **office\*** brand grows, communicating a consistent **office\*** identity becomes even more important. Thanks for taking the time to get familiar with the identity principles outlined in this manual. Your commitment to the **office\*** brand consistency is greatly appreciated.

**Roger Denyer**

Head Of Graphic Design

Diversified Business Communications UK

## Document Objectives

To provide an easily applicable set of messaging and graphical standards that will enable us to:

1. implement and maintain a cohesive and consistent graphic identity for office\* for the entire organisation
2. generate greater brand awareness and a strong association to a clearly defined set of corporate brand identifiers, and
3. differentiate our brand personality from our competitors.

This manual has been created so that all office\* team members, partners and customers would have a clear set of guidelines for producing, designing or writing anything related to office\*. This consistency in communications is what good brand management is all about.

office\* is a dynamic event, and accordingly, the identity guidelines are intended to be liberating rather than restricting. This manual covers basic guidelines and provides a range of examples from which we can glean the direction needed to accurately represent office\* in any situation. Adhering to a set of identity guidelines doesn't mean we have to sacrifice creativity or originality. We should all feel free to use these rules and our different personalities to add colour and depth to the office\* identity.

This manual does not attempt to provide a set of rules for every conceivable application, instead it sets out detailed specifications for all the existing applications and it outlines guides which can be applied to any new applications.

Logotypes, documents and other artwork can be obtained by contacting the Design & Marketing Team:

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There are four main corporate colours which should be reproduced as accurately as possible in whichever medium they are used.

The London **office\*** event is currently using the colour palette shown below.

**PMS:** Pantone Matching System

**CMYK:** 4-colour process =  
Cyan, Magenta, Yellow, Black

**HTML:** Web safe hexadecimal value

**RGB:** Digital Red, Green, Blue values

**office\* dark black**  
(To be used for large flat areas)



To match PMS Process Black

CMYK

C	40.0
M	0.0
Y	0.0
K	100.0

HTML	23000e
------	--------

RGB

R	35
G	0
B	14

**office\* black**



To match PMS Process Black

CMYK

C	0.0
M	0.0
Y	0.0
K	100.0

HTML	000000
------	--------

RGB

R	0
G	0
B	0

**office\* pink**



To match PMS Process Magenta

CMYK

C	0.0
M	100.0
Y	0.0
K	0.0

HTML	ec008c
------	--------

RGB

R	236
G	0
B	140

**office\* gold**



To match PMS 112

CMYK

C	35.0
M	40.0
Y	0.0
K	100.0

HTML	0c0014
------	--------

RGB

R	12
G	0
B	20

Globally each **office\*** event probably will have its own accent colour that may well change annually or in a cycle of two or three years. The accent colour needs to be bright and be able to 'pop' from the predominantly black marketing pieces. The accent colour adds a sense of dynamism and

individuality to the brand. Muted tertiary colours would not work well with the **office\*** brand. Each territory may have their own colour culture and reaction to particular colours, please choose colours accordingly. Below are options that fit the **office\*** colour theory.

office\* teal



To match PMS 3395

CMYK

C	76.0
M	0.0
Y	48.0
K	0.0

HTML 00b7a0

RGB

R	0
G	183
B	160

office\* blue



To match PMS Process Cyan

CMYK

C	100.0
M	0.0
Y	0.0
K	0.0

HTML 00aeef

RGB

R	0
G	174
B	239

office\* orange



To match PMS 137

CMYK

C	0.0
M	45.0
Y	100.0
K	0.0

HTML f99d1c

RGB

R	249
G	157
B	28

office\* purple



To match PMS 252

CMYK

C	25.0
M	50.0
Y	0.0
K	0.0

HTML bd8cbf

RGB

R	189
G	140
B	191

The **office\*** brand typeface families are **Avenir**, **Rockwell** and **Kuenstler Script**. For ease, five weights of Avenir have been selected for use throughout the marketing (see *below*). However, if you have access, you can use any weight within these families. The one you use will depend on the needs and emphasis of your particular communication material. When using a bolder font for emphasis, increase weight by two i.e. Light to Medium, Roman to Heavy.

If the corporate fonts are unavailable, Helvetica Neue and Arial for headings and body text can be substituted, but **DO NOT** mix the two typefaces – use one or the other. No other typeface(s) should be used alongside or independently of Helvetica Neue or Arial. When reproducing the **office\*** logo in copy, please use a bold serif font such as Times, be sure to include the pink asterisk.

Avenir Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!;:/?.,@¥%&*()£\ <+> ' "	Rockwell	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!;:/?.,@¥%&*()£\ <+> ' "
Avenir Roman	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!;:/?.,@¥%&*()£\ <+> ' "	Rockwell Extra Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!;:/?.,@¥%&*()£\ <+> ' "
Avenir Medium	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!;:/?.,@¥%&*()£\ <+> ' "	Kuenstler Script Medium	abcdefghijklmnopqrstuvwxyz A.BCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!;:/?.,@¥%&*()£\ <+> ' "
Avenir Heavy	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!;:/?.,@¥%&*()£\ <+> ' "	Kuenstler Script Black	abcdefghijklmnopqrstuvwxyz A.BCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!;:/?.,@¥%&*()£\ <+> ' "
Avenir Black	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!;:/?.,@¥%&*()£\ <+> ' "		

On most **office\*** documents such as letters, memos and contracts the font size is 10pt with 12pt leading. As a general rule however the font size should be no smaller than 9pt, but for large-print material a minimum of 14pt is recommended. When typesetting use at least a 2pt linefeed (space between lines) ie. 9pt type size to be set on a minimum linefeed of 11pt. Type should range left or range right – do not set centred. Consider the information being communicated and set type size and weight for clarity and legibility. Images should be chosen carefully and usage will depend on the message being put across. The Design & Marketing Team will assist with this to ensure political sensitivity is taken into account. The website address and contact telephone number should be included on all marketing material.

**Type weight** Use light or roman for body copy. Always increase bold emphasis by two weights, light to medium for example.

**Type style** Avoid italics and excessive use of capital letters as these letterforms affect the outline shape of words and are therefore more difficult to read.

**Reversing out** Only reverse type out of a background colour if the face is clear, bold enough and large enough not to break up or fill in with ink. Ensure a good contrast between white lettering and the background colour.

**Letter spacing** Ensure adequate even spacing between letters, they should never appear to touch.

**Word spacing** Keep word spacing even. Don't condense or stretch lines of type to fit a particular measure.

**Line length** Allow 50-65 characters, inclusive of spaces, per line.

**Justification** Range left type with ragged right hand margin.

**Hyphenation** Don't split words at the end of lines

**Layout** Keep layout clean and logical. Provide contents lists and plenty of clear headings. Break text into shortish paragraphs with adequate space between and around them.

**Columns** Allow adequate space between columns, do not use rules to separate them, don't use designs with uneven column widths.

**Pictorial material** Use bold images.

**Form design** Allow large spaces for people to write into. Text and related boxes for writing or putting a tick in should be clearly associated with each other.

For more advice or help please contact:

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Full logo mode



Simplified logo (or wordmark)



The most important verbal branding element is a name. A name should be memorable, distinctive, functional, timeless and descriptive.

The **office\*** logotype is unique and is one of the most important visual elements of the identity.

The logotype comprises two layered angled rectangles (loosely depicting two business cards) with opposite rounded corners and the show name 'office'. At first glance the logo may appear informal and fun, but within the design the typography elements are very conservative and ordered in arrangement, fitting rigidly to a grid (see 02.02).

The show name 'office' should always be finished with an asterisk. the asterisk is an important part of the logo. It adds a sense of individuality / confidence / fun to the brand. The asterisk by definition points to a footnote within a document, and in the marketing that may be pointing to the sales persons name (on a business card for example) or even to particular sections/areas of the show ie. \*Office management, \*Personnel & Training etc. The asterisk tool can be used throughout the marketing campaign to reinforce the brand. Also, when the name of the show appears in copy, it doesn't appear in full logo mode. The word 'office' appears in the correct typeface including the pink asterisk. The

word 'office' on it's own in generic a typeface could be slightly confusing.

They should be used in conjunction (locked-up) with each other and in the approved colourways.

The various logotype versions are laid out and explained in this section. They can be obtained in a variety of file formats including: EPS, JPEG, PNG and TIFF files. Please study this section before using the logotype.

**Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.**

For more advice or help please contact the Design & Marketing Team:

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office\*

The **full logo version** of the logotype has been created for larger format applications such as heading up a document (exhibitor or visitor brochure or advertisement etc.) and signage. It may be used in other ways, but the process in which it is reproduced must be considered. It should **NOT** be used for very small format applications, such as within copy in a brochure. If reduced too small the smaller type elements of the date and venue will be illegible. See section 02.09 for minimum size specifications. It has been created in a number of colour-ways, which are explained in more detail within this section.

The **simplified logo version (wordmark)** has been created for use within text when the name of the show is mentioned. It is acceptable to remove the date and venue information:

- when used to accompany text i.e. editorially
- as part of sponsorship
- in conjunction with another logo
- when space is limited

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Non-infringement zone



For clarity and reproduction quality, do not use any logotype smaller than the ones shown. Use the correct version of the logotype depending on the size requirement and reproduction quality.

The full mode logotype should be used if size requirement is 30mm logo depth or above. The simplified version should be used if that requirement is 30mm or below.

When reproduced very small, use the logotype version without the strapline of the date and venue. In these circumstances, the logotype should appear in the black & white version only. No other colour should be used.

Ideally, for maximum impact and instant recognition, the office\* logo should not be crowded by other visual elements. Adequate white space should be left around the logo so that its prominence is not compromised. The illustration bottom left gives a visual guide for providing the necessary white space, where possible.

When using the office\* name in body copy, it should appear all in lowercase (e.g., office\* not Office\* or OFFICE\*).

**Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.**

The logotype can appear on a colour or photographic background. It should only appear on an approved corporate colour or image that will 'hold' the detail.

Make sure the correct version of the logotype is used. When on a colour/photograph the 'office' lettering can be black or reversed white-out, depending on the quality and contrast of the background.

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office\*



Full logo mode – Grayscale



Simplified logo – Grayscale

office\*

Full logo mode – Black &amp; White



Simplified logo – Black &amp; White

office\*

It may not always be possible to print or render the logotype in colour. If the quality of execution is high, the Grayscale version of the logotype should be used. If printed, the screen ruling must be fine. Do not use for low resolution print work such as newsprint press ads.

The correct version of the logotype should be used and reproduced in the Grayscale. Do not render in any other colour.

When reproduction is of a lower standard the black & white version of the logotype is to be used. Examples include: press ads, in-house documents output on laser printers, photocopies etc. The black & white version should also be used when the office\* logotype is required to appear very small. See section 02.05 size reproduction.

The correct version of the logotype should be used and reproduced in black only. Do not render in any other colour.

**Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.**





For locations with longer names this line can be reduced in point size. Keep the date on two lines within the overall size of the letters of the venue name.

office\* has the potential to be a flagship brand for Diversified across the globe. With that in mind, I feel it's important that there is as much synergy as possible with office\* within the different divisions. All the different logos for each overseas event could appear on a web page or as part of a brochure or letterhead (see 02.07) and they would add a great deal of strength to the brand as a whole.

There is room within the branding to accommodate territorial differences. As can be seen in the samples to the left, a different accent colour has been used for each, yet they still are clearly derived from the same family.

The correct version of the logotype should be used and reproduced in black only. Do not render in any other colour.

**Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.**

The **office\*** global family, when shown as a set of icons/graphics adds a great deal of strength to the brand. Viewers will gain a sense of dependability, security and trust from seeing that **office\*** is a truly global brand. The logos have been simplified to remove the venue and date information as

displaying all the logos together will normally require them to be fairly small, therefore there will be legibility issue with very small details.

Displayed below are various options for how all the global logos can be displayed together.



office\* correspondence can be highly visible and it is important that every member of staff follows and applies the guidelines. Stationery templates have been created. Please contact the Design & Marketing Team to obtain the correct files.

**Do not try to alter any aspect of the stationery set and do not try to recreate it. Use only the templates which have been supplied and approved.**

Paper stock should be of good quality and contain no watermark. Business card stock and other material should be chosen to match paper stock.

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Solutions and inspiration  
for today's office professional

#### Supporters



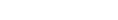
#### Media Supporters



#### Association Supporters



#### Training Partners



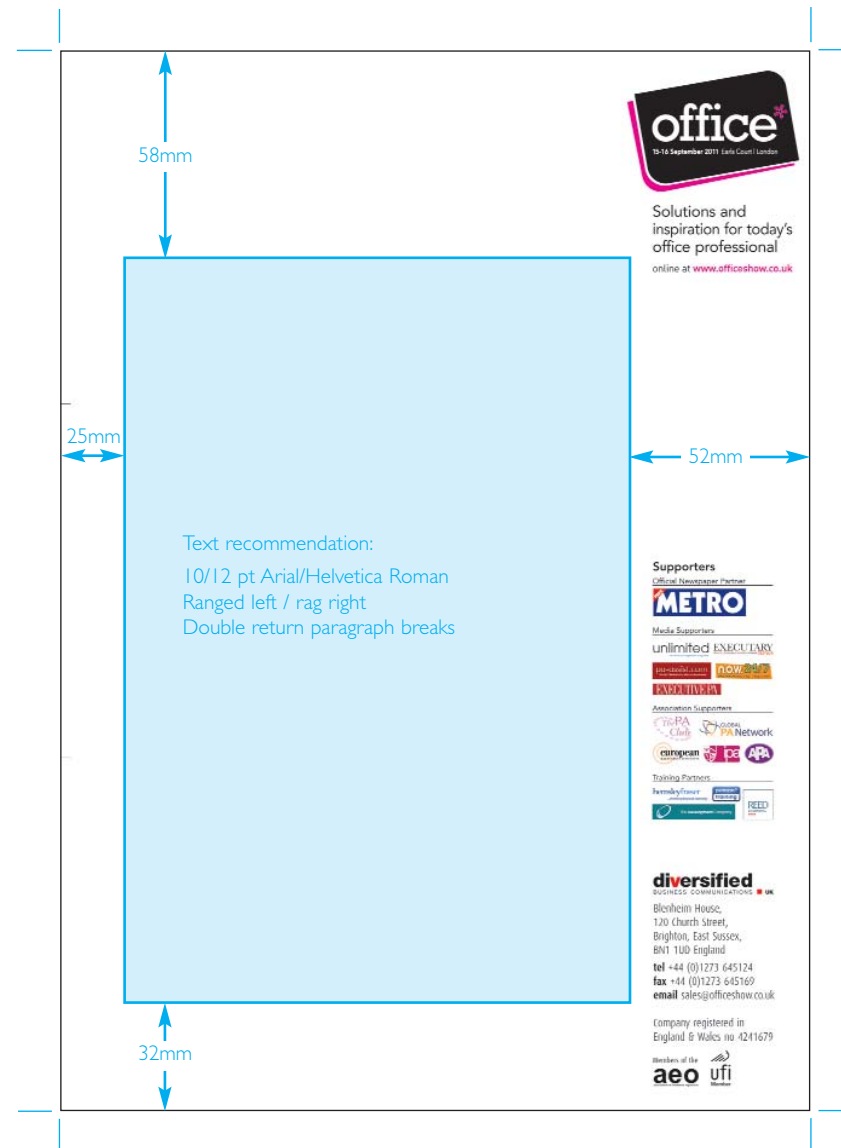
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A sample of marketing material from office\* 2010.

The very nature of printed marketing and information material means that it has a very high public profile. It is most important that the design of such materials is consistent and the use of the logotype, colour, typefaces and images must follow the guidance laid out in this manual. The important elements in the production of publications are the position and size of the logotype, and the strip of black and magenta used at the bottom of the covers. By using these set elements we can create a consistent and instantly recognisable brand, while still leaving space for creativity.

Strong blocks of the corporate colours can be used throughout materials to reinforce the brand through colour.

In general, text should be justified to the left because it is easier to read. For corporate typefaces see page 01.02. Avoid using block capital letters because they are difficult to read – there are other ways to emphasise important text.

Contact details must appear on every publication. Sometimes it will be appropriate to put the telephone number or website on the front and at other times full contact details will be given on the back (or, if possible, do both).

For more advice or help please contact the Design & Marketing Team:

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**Four questions to ask when deciding if office\* copy is in voice:**

1. Does it get to the point as quickly as possible?
  2. Does it engender confidence with facts?
  3. Does it support the office\* brand attributes?
  4. Does it articulate the product benefit in a direct, no-nonsense way?
- 

The office\* voice guidelines dictate the cadence, vocabulary and attitude of all marketing communications. A unified and recognisable voice is essential for ongoing brand awareness and recognition by the target audience.

If implemented correctly and consistently, the office\* voice will differentiate the company from all perceived competitors.

The success of the office\* voice will depend on diligent management and monitoring by our company and creative team. Though office\* will need to address various audience segments with a wide range of messages, the company voice should always remain consistent.

The office\* voice should convey integrity, stability and reliability. It is grounded, confident, approachable and easy to understand.

Copy should be active, clear, concise, direct, authoritative, definitive and confident. Overly descriptive, flowery, passive, hyperbolic or metaphorical language is to be avoided.

The voice should be serious but never cold or austere. It is intelligent and informative, but relaxed.

Content and copy should be compelling in its relevance to the

audience and should persuade with features, benefits and facts rather than marketing hype.

office\* communications should be straightforward. The first sentences of paragraphs should quickly offer the most relevant information or interesting point. Information should be clearly organised and easy to digest. Readers should not have to work to be informed by office\* content.

Body copy should be organised with bullets, summaries and extracts whenever possible. The idea is to save the reader time and make the product benefit immediately apparent.

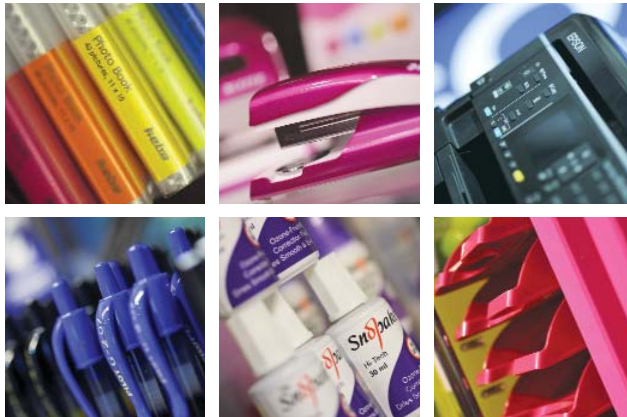
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Fresh, dynamic photography focusing on people presents **office\*** as the leading service brand.

Always use fresh, active photography. Strong, straightforward images are the best way to communicate our brand values. Imaginative crops and use of scale are recommended, but filters and other special effects are best avoided. Selecting images containing the show corporate colours is a good way of increasing brand awareness.

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Corporate guidelines help create an unmistakable appearance,  
it ensures transparency, variety, and order.

Thank you for adhering to the **office\*** brand standards.  
Your efforts will help to ensure that we build a cohesive image  
for our event now and into the future.

Produced by

**diversified**  
BUSINESS COMMUNICATIONS ■ UK

Member of

**aeo**   
**ufi** 

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