

# Company

# Design Guidelines

Instructions for producing marketing, advertising and promotional material for **Plan A** Electrical Wholesalers



Electrical Wholesalers

*...your switched on supplier*

**Plan A** provides quality products at competitive prices with unrivalled service to the electrical services industry

### Company Design Guidelines

**Plan A** design guidelines have been designed to reflect the professional service we provide and reflect our 'approachable company' ethos.

Through the application of typography, colour, photography, tone and our logo, the Brand needs to establish us as a professional, spirited company to attract electrical professionals.

The following guide has been produced to protect the **Plan A** Brand, thus providing the company with a consistent image, and to help **Plan A** become recognised as the first choice for the industry.

### Managing our Brand

These guidelines must be adhered to 100% in all applications of the Brand identity and never varied, be it in the typesetting style, the sub-logo or the Brand colours. There is never a variation to a defined Brand identity.

The description of our Plan A Brand identity hereafter must be adhered to 100% by all who use them for this reason.

They are not negotiable.

This should be made clear to any third party (publishers, printers etc) asked to reproduce them or to recreate them. If there is a discrepancy in the colour, style or font then you are within your rights to withhold payment.

You must make this requirement clear in writing before instructing any such work



Electrical Wholesalers

## THE LOGO AND STRAP LINE



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### Managing our Brand

Above is example to how to space the logo and the strap-line equally.

### Managing our Brand

This is our main brand identity and is always consistent and never corrupted or diluted.

The logo must only be used from master artwork on the attached memory stick and should never be altered in any way. It must always be prominent on all communications.



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## THE LOGO AND STRAP LINE



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### The logo can also be reversed out of the Plan A RED:

The logo must have an equal gap from the white lettering to bleed edge using the rule as shown above.

The logo should not be used on any backgrounds other than the ones shown here.

Such occasions could arise on special marketing material where we used our imagery.

### Monochrome Brand Mark

This should be used whenever the colour mark cannot be reproduced, such as a black and white press advert. It could appear on a black background with reversed out text.

The logo must only be used from master artwork on the attached memory stick and should never be altered in any way.



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# THE COLOUR PALETTE

## PLAN A RED

Pantone **180**  
**C0 M76 Y83 K11**  
**R255 G55 B24**

Our Brand colour is Pantone 180C. This is the Brand's main palette colour. For print applications these colours should be reproduced as the equivalent Pantone or CMYK referenced specified above.

For screen or Microsoft applications, the RGB references should be used.

The paint colours should be used in the shop are also specified right. Please DO NOT match colour to those printed on this page.

If you wish to use the Plan A Red colour to highlight any text in your document then set your colours to using the RGB facility within Word.

Crown paint references for the **Plan A** Red are as follows:

Walls C4.50.40

External F4.07.79



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THE FONT

**Plan A Helvetica 65 medium**

Plan A 45 Helvetica light

We use Helvetica Neue font and Minion to create our logo – the Helvetica Neue font family is used as our corporate type face. If possible weights should be restricted to 45 Light and 65 Medium. It should be used on all Branded materials both for print and screen collateral. When using third part print/designhouses the Helvetica Neue Font can only be used. This font can be bought online from any reputable font shop.

**Alternative Typeface**

Our font is a standard PC Font but when not available Arial may be used. NO OTHER FONTS CAN BE USED!



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TAG LINE



Electrical Wholesalers

*...your switched on supplier*

**Our tag line**

It is important that the Brand language we use reflects the visual identity we have established. We are professional, bold, approachable and ethical, this needs to be portrayed in the way we present ourselves.

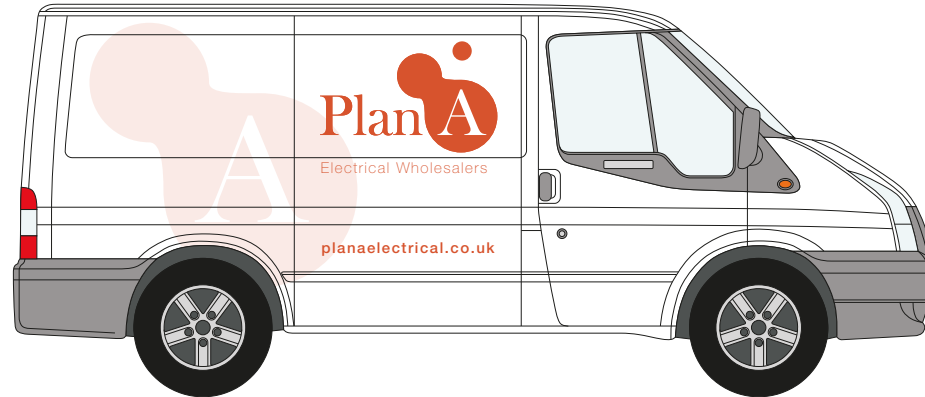
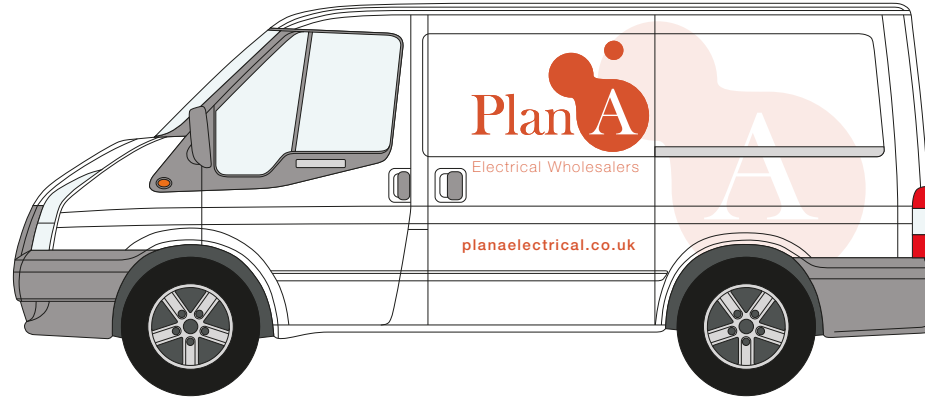
There is one main marketing tag lines '**...your switched on supplier**' which can be incorporated into many marketing activities. This reinforces our Brand values.

When used in conjunction with the logo it should be laid out as above. To separate it from the strapline it should be set in Helvetica 37 thin condensed wide spacing. Helvetica 37 thin condensed should not be use in any other advertising or marketing material.



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# VAN LIVERY



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Our van livery is an important part of our brand. Not only does it serve to increase awareness to the general public but it is reassuring and confidence building to our customers.



# STATIONERY



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## STATIONERY

It is important to maintain the brand through all communications, including stationery. Templates for a range of stationery is included on the memory stick.



Electrical Wholesalers

**FREE HI-VIS  
FLEECE** WITH ORDERS  
OVER £99  
FROM



**Plan A**

**Hurry to your  
supplier NOW...**  
*offer ends  
December*

*...your  
switched  
on supplier*

**Plan A**

Electrical Wholesalers  
**[aplanelectrical.co.uk](http://aplanelectrical.co.uk)**  
**0123 456 7890**  
Unit A Anywhere Industrial Park  
Some Town  
Anyshire A1 23B

Advertising material should be less constrained by our brand guidelines, additional type fonts and colours may be used, but the logo and Plan A red colour guidelines should never be altered.

## SIGNAGE

 Plan A Electrical Wholesalers

 Plan A

Please  
keep clear

**We're making  
another  
delivery!**

 Plan A →

 Plan A Reserved

 Plan A

Electrical Wholesalers

## SIGNAGE

Signage in and around our stores is the clearest expression of our brand. It must always have the required planning permission, should be designed in accordance with these guidelines and fitted by qualified sign installers.



Electrical Wholesalers

Design and produced by



Branding, marketing, advertising and interior design

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