



# CORPORATE BRAND GUIDELINES



# CONTENTS

---

## **1 Introduction**

Terms and conditions  
Approval process  
Murphy name misuse

## **2 The Murphy brand**

The power of the brand  
Consistency is crucial  
The Murphy brand identity and value promise

## **3 The Logo**

The Murphy logo  
Clear space  
Sector logos  
Capability logos  
Logo placement  
Logo sizes  
Logo misuse  
The Murphy logo on plant & transport  
The Murphy logo on green plant & transport  
The Murphy logo on white plant & transport  
The Murphy logo without tagline on plant & transport  
How to match logo size with tagline size  
Murphy logo on different types of plant & transport  
Correct logo application on plant & transport  
Incorrect logo application on plant & transport  
JV branding and combining logos  
The Murphy logo in sponsorships and partnerships

## **4 Colour palette**

Primary colours  
Secondary colours  
Capability colours  
Secondary colours

## **5 Typography**

Corporate typefaces  
Font sizes and hierarchy - Word  
Font sizes and hierarchy - PowerPoint  
Font sizes and hierarchy - InDesign

## **6 Imagery**

Usage  
Image library  
Murphy logo in images  
Approval by SHESQ  
Quality control  
Project photography  
Guidance for taking photographs  
Approval process

# 1 INTRODUCTION

---

## TERMS AND CONDITIONS

The Murphy brand and subsidiary company brands are valuable assets of J. Murphy & Sons Limited. Your use of the logo, trademarks, trade names and service marks of Murphy is limited to the adherence to the guidelines in this document.

As an employee or a partner, you are required to comply with these Murphy branding guidelines. It is essential that you ensure that all employees or third parties responsible for producing corporate literature, advertisements, posters and other marketing and promotional materials implement them properly and consistently.

These Murphy branding guidelines define consistent guidelines and standards for using the name and logos ascribed to the Murphy services and products. These guidelines apply to all advertising and promotional materials.

## APPROVAL PROCESS

The marketing and communication team needs to review and approve the content of any advertisement, collateral or promotional materials containing the Murphy brand, logo or imagery prior to it being released. Please allow a minimum of five business days for the review process to occur. This is to ensure consistent branding, quality, and messaging across the Murphy group.

- **Advertising:** If you wish to book an advertisement please contact Helen Smith, marketing manager at [helenjsmith@murphygroup.co.uk](mailto:helenjsmith@murphygroup.co.uk). This is to ensure we achieve best value from our suppliers and also coordinate advertising across the group. All artwork is to be produced by our internal graphic designers.
- **Sponsorships/Partnerships:** Any sponsorships are to be discussed and approved by the marketing and communications team. Please submit all materials and direct any questions about use of Murphy marks to the marketing department at [communications@murphygroup.co.uk](mailto:communications@murphygroup.co.uk).

## NAME MISUSE

### CORRECT USAGE

Murphy

J. Murphy & Sons Limited

Land & Marine

Land and Marine Engineering Limited

Protech

J.M. Piling

## 2 THE MURPHY BRAND

---

### THE POWER OF THE BRAND

A strong brand can be a powerful springboard in driving the success of the business forward, and giving the company a competitive edge.

The Murphy logo and brand signify our brand values to our stakeholders, whether clients or potential employees.

Strategic brand management is the process of creating and managing this perception and making sure that we have a strong, valuable, and distinctive brand, which sets us apart from competitors – and which evokes the associations we want it to evoke in our customers' minds.

### CONSISTENCY IS CRUCIAL

Achieving the goal of a strong and valuable brand requires a well-thought, coordinated, and consistent approach to all external and internal communications. This approach is based on the understanding that everything we do – not just advertising and collateral – communicates something to someone about the Murphy brand and subsidiary company brands.

All brand communication should be strategic in order to create a well-rounded and consistent brand identity. Developing ad hoc brand messages can be extremely damaging to the brand, as it can result in conflicting associations with the brand in the minds of customers.

But when messages are delivered within a consistent framework and reinforce the brand's promise and identity, their impact can be used to boost awareness and heighten brand recognition and preference. A strong and consistent brand serves short-term sales goals as well as longer-term objectives for the brand.

### THE MURPHY BRAND IDENTITY AND VALUE PROPOSITION

The attributes which define the Murphy brand and subsidiary company brands are not attributes we should use to describe our company, services or our brand. They are attributes we want our customers and wider industry to associate with us and our brand. These should be used as a framework against which we measure all of our communication activities and behaviour.

The Murphy brand's value proposition is:

- Innovation
- Sustainability
- Never harm culture
- Collaboration

# 3 THE MURPHY LOGO

## THE MURPHY LOGO

The Murphy logo exists in two formats — with the strapline “world-class infrastructure” and as a stand alone mark. The preferred version, with the strapline, is used in all marketing collateral and documents. The stand alone version is better used on plant and transport applications.

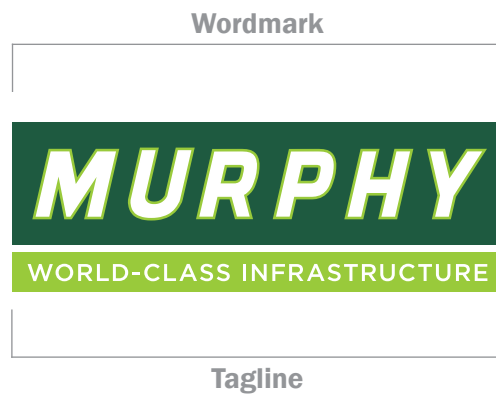
Shown below is the preferred version of the logo. The relative size and position of elements is firmly fixed and must never be altered in any way and always shown in its entirety.

The Murphy logo is a unique piece of artwork. The proportion and arrangement of the wordmark and tagline have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand’s power.

In some instances when applying the logo to various objects such as stationery, pens, vans, hi-vis jackets etc. You may need to use a monotone version of the logo in Murphy dark green.

To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files. Reproductions of this logo must always be made from master digital files. These can be obtained from business development.

### Logo with strapline



## CLEAR SPACE

To preserve the Murphy logo’s integrity, always maintain a minimum clear space around the logo. It is important that the Murphy logo appears clearly and without interference from other material such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the Murphy logo on print is defined as the height of the “U” in the wordmark. The minimum clear space for the Murphy logo on digital applications is 5px.

### Clear space



---

## SECTOR LOGOS

The sector logos are identifiable by their unique colour scheme, each reflecting the sectors in which we work.



## CAPABILITY LOGOS

The capability logos all use the same colour code and are identifiable by their subtle grey colour. The Land & Marine logo is only for use when promoting international projects.

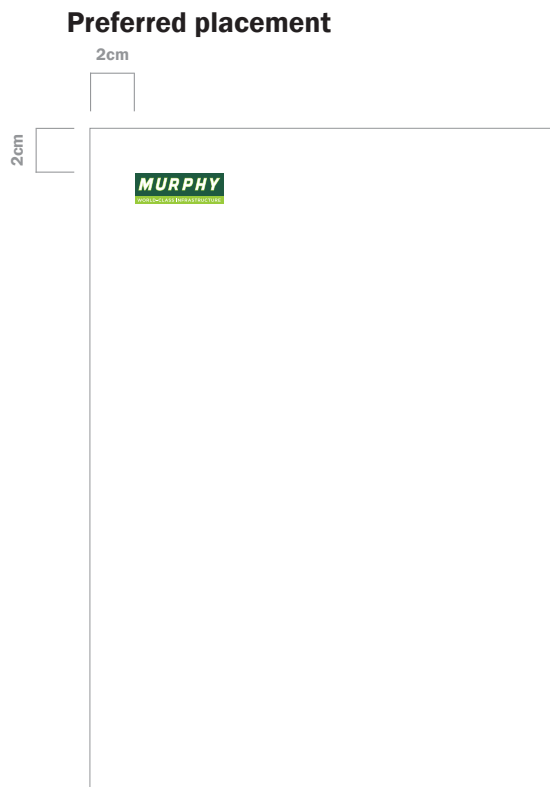


---

## LOGO PLACEMENT

Whenever possible, the Murphy and sub brand logos should appear in the top left-hand corner, in full colour, on a white background. Consistent placement in this location on communication materials helps build brand awareness.

The logo should be placed exactly 2cm from the top and left margins of documents, as shown below. Secondary placement for the logo is centrally aligned over the bottom green strip, as shown below. The secondary placement is used for posters and advertisements.

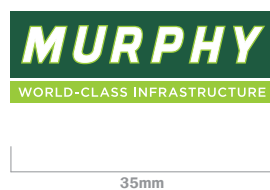


## LOGO SIZE

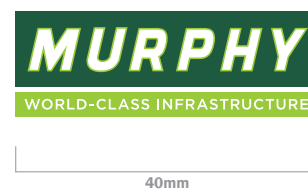
The logo should never be used smaller than the minimum width of 35mm. If you intend to print the logo on a high absorbency paper such as news print, the minimum size should be increased to 40–45mm depending on the type of paper. Failure to do this may result in the bright green colour disappearing.

On A4 documents and letterheads, the logo should always remain at 40mm wide.

### Minimum size



### A4 / letterhead size



## LOGO MISUSE

The Murphy logo exists in two formats – with the strapline “Breathing life into infrastructure” and as a stand alone mark. The preferred version, with the strapline, is used in all marketing collateral and documents. The stand alone version is better used on plant and transport applications.

Shown below are the two primary versions of the logo. The relative size and position of elements is firmly fixed and must never be altered in any way and always shown in its entirety.

In some instances when applying the logo to various objects such as stationary pens, vans, high vis jackets, etc. You may need to use a mono-tone version of the logo in Murphy Corporate Dark Green.

To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files. Reproductions of this logo must always be made from master digital files. These can be obtained from Business Development.

Below are examples of incorrect usage, such as stretched, altered, incorrect colours and incorrect taglines.



---

## THE MURPHY LOGO ON PLANT & TRANSPORT

The Murphy logo should be applied to vehicles using four different scenarios, depending on the colour of the vehicle or where it is being applied on the vehicle.



**Full logo with tagline**



**Logo with tagline, no dark green background**



**Full logo without tagline**



**Logo without tagline, no dark green background**

## THE MURPHY LOGO ON GREEN PLANT & TRANSPORT

Murphy logo stickers, without dark green box, should be applied to green vehicles using the below guides as a reference.

The letter “M” in Murphy should be aligned with the bottom left corner of the “W” on the baseline of the tagline.

The letter “Y” in Murphy should be aligned with the end of the “E” in the tagline.

The letter “U” in Murphy is a little larger than the other letters and should sit just below the baseline and just above the cap line of the word Murphy.

The space between the “MURPHY” letters and the bright green tagline box should be measured using the references in the table on the following page.

## THE MURPHY LOGO ON WHITE PLANT & TRANSPORT

The full Murphy logo should be applied to white vehicles.

The space between the dark green box and the bright green box should be measured using the references in the table on the following page.

## THE MURPHY LOGO WITHOUT TAGLINE ON PLANT & TRANSPORT

When there is minimal space, such as small bonnets and narrow panels, the Murphy logo should be applied without tagline. Please use the vehicle references on pages 10 -22 for guidance on correct logo applications.

## HOW TO MATCH LOGO SIZE WITH TAGLINE SIZE

The Murphy logo stickers do not come in pairs, so you will have to match the correct logo with the correct tagline size. Using the below table you are able to see clearly which logo size matches which tagline.

This table will also help you to identify the correct distance between the logo and the tagline.

*MURPHY*

PRODUCT CODE	ITEM	SIZING	PRICE PER LABEL	DISTANCE FROM TAGLINE
JMTAPED1A	Murphy Logo - Tape A	145 x 23	£0.90	No Tagline
JMTAPED1	Murphy Logo - Tape 1	300 x 47	£1.70	No Tagline
JMTAPED2	Murphy Logo - Tape 2	416 x 67	£1.90	Tagline A - 29mm
JMTAPED3	Murphy Logo - Tape 3	601 x 96.5	£2.40	Tagline B - 42mm
JMTAPED5	Murphy Logo - Tape 5	739 x 119	£4.15	Tagline C - 52mm
JMTAPED6	Murphy Logo - Tape 6	1017 x 163	£11.50	Tagline D - 71.5mm
JMTAPED7	Murphy Logo - Tape 7	1201.9 x 193	£15.10	Tagline E - 84mm
JMTAPED8	Murphy Logo - Tape 8	1311 x 210.3	£16.44	Tagline F - 90.2mm

*MURPHY*

PRODUCT CODE	ITEM	SIZING	PRICE PER LABEL	DISTANCE FROM TAGLINE
JMGREEN1	Green Background Murphy Logo 1	450 x 113	£1.30	Tagline A - 7mm
JMGREEN2	Green Background Murphy Logo 2	650 x 162	£1.39	Tagline B - 10mm
JMGREEN3	Green Background Murphy Logo 3	800 x 200	£3.60	Tagline C - 12.3mm
JMGREEN4	Green Background Murphy Logo 4	1100 x 275	£12.70	Tagline D - 17mm
JMGREEN5	Green Background Murphy Logo 5	1300 x 325	£13.33	Tagline E - 20mm

### WORLD-CLASS INFRASTRUCTURE

PRODUCT CODE	ITEM	SIZING	PRICE PER LABEL
JMSTRAPLINEA	World Class Infrastructure Tagline A	450 X 36	£0.81
JMSTRAPLINEB	World Class Infrastructure Tagline B	650 x 52	£0.96
JMSTRAPLINEC	World Class Infrastructure Tagline C	800 x 65	£1.35
JMSTRAPLINED	World Class Infrastructure Tagline D	1100 x 90	£4.16
JMSTRAPLINEE	World Class Infrastructure Tagline E	1300 x 105	£5.74
JMSTRAPLINEF	World Class Infrastructure Tagline F	1418 x 115	£6.85

---

## MURPHY LOGO ON DIFFERENT TYPES OF PLANT & TRANSPORT

### Nissan Navara Livery and Chapter 8 (white)

#### Rear visual

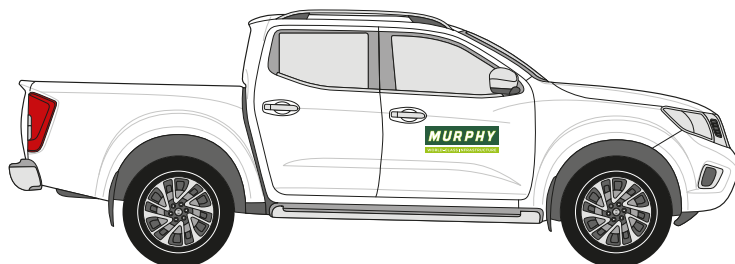
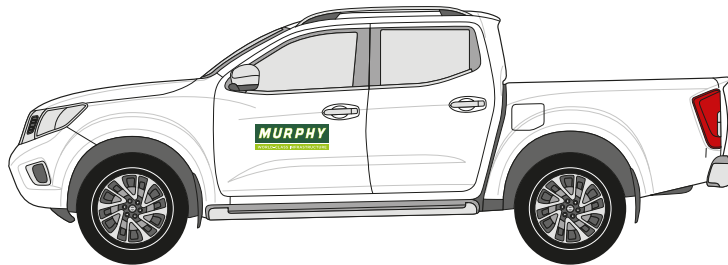
Green Background Murphy Logo 3: 450 x 113mm



#### Nearside/offside visual

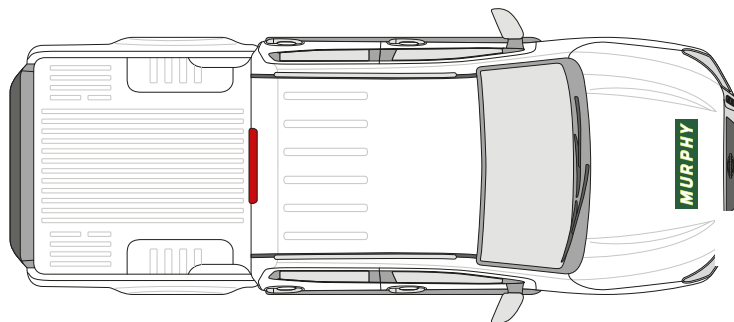
Green Background Murphy Logo 3: 650 x 162mm

World Class Infrastructure Tagline C: 650 x 52mm



#### Front visual

Green Background Murphy Logo 3: 650 x 162mm



#### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

Van Excellence: 148 x 206mm

---

## Nissan Navara Livery and chapter 8 (green)

### Rear visual

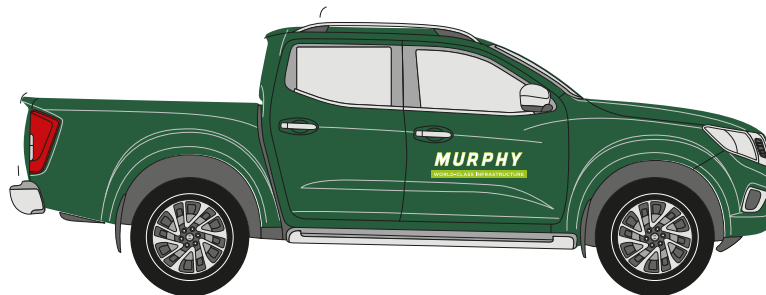
Green Background Murphy Logo 3: 450 x 113mm



### Nearside/offside visual

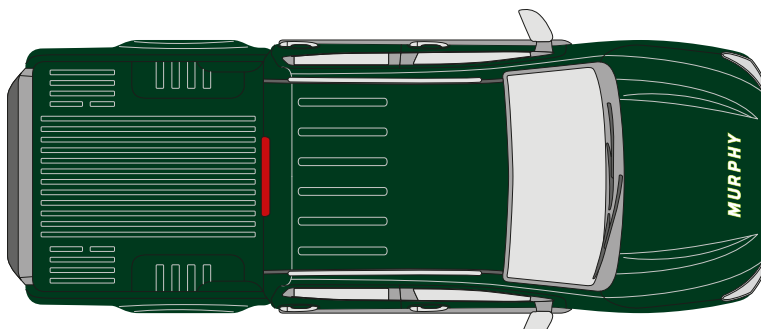
Murphy Logo Tape 5: 601 x 96.5mm

World Class Infrastructure Tagline C: 650 x 52mm



### Front visual

Murphy logo-Tape 5: 601 x 96.5mm



### Miscellaneous

Cyclists: 300 x 165 mm

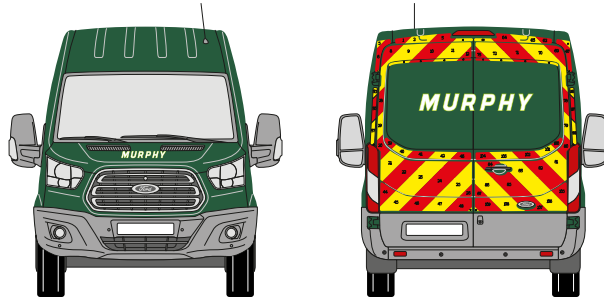
FORS: 143 x 206mm

Van Excellence: 148 x 206mm

## Ford Transit 2014+ Livery Only (green)

### Rear visual

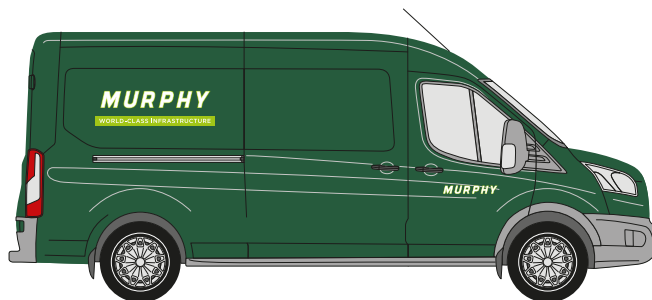
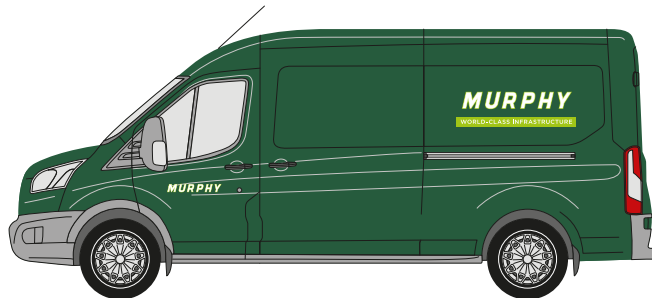
Murphy Logo - Tape 7: 1017 x 163mm



### Nearside/offside visual

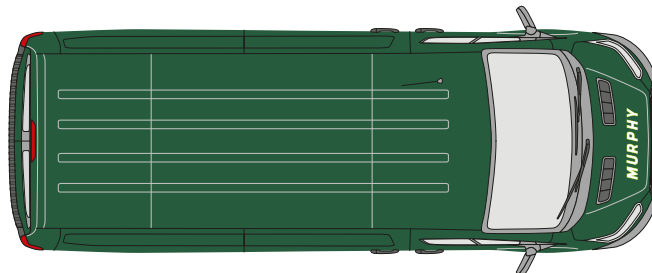
Murphy Logo - Tape 7: 1017 x 163mm

World Class Infrastructure Tagline E: 1100 x 90mm



### Front visual

Murphy logo Tape 5: 739 x 119mm



### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

Van Excellence: 148 x 206mm

---

## Ford Transit Courier - Livery and Chapter 8

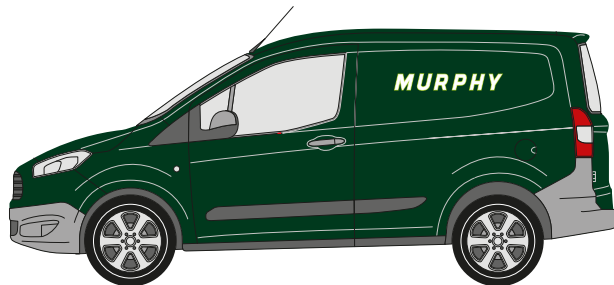
### Rear visual

Murphy Logo - Tape 5: 739 x 119mm



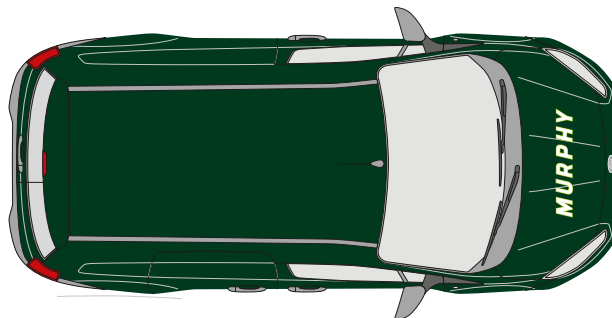
### Nearside/offside visual

Murphy Logo - Tape 5: 739 x 119mm



### Front visual

Murphy Logo - Tape 5: 739 x 119mm



### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

Van Excellence: 148 x 206mm

---

## Ford Transit Tipper- Livery & Chapter 8 (green)

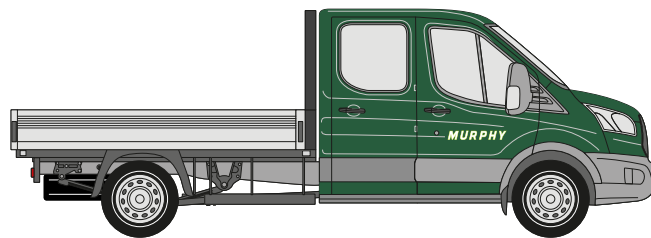
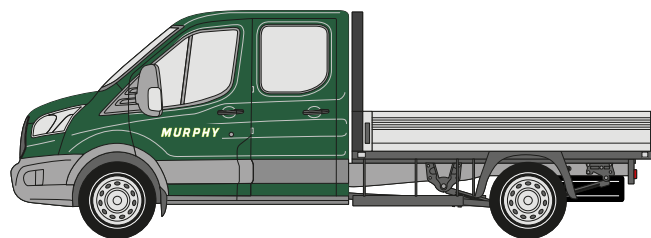
### Rear visual

Green Background Murphy Logo 2: 650 x 162mm



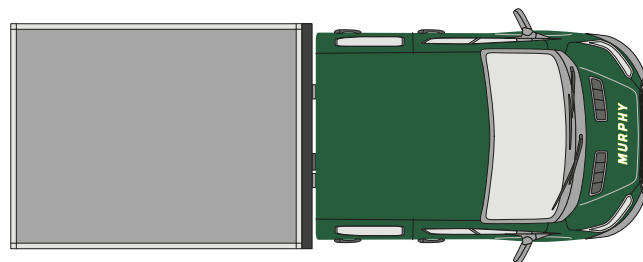
### Nearside/offside visual

Murphy Logo - Tape 3: 601 x 96.5mm



### Front visual

Murphy Logo - Tape 3: 601 x 96.5mm



### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

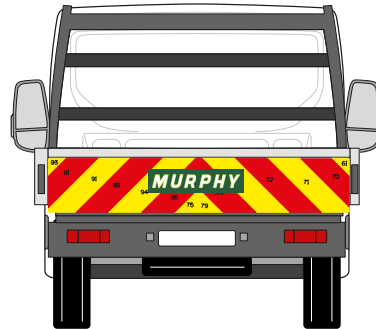
Van Excellence: 148 x 206mm

---

## Ford Transit Tipper- Livery Only & Chapter 8 (white)

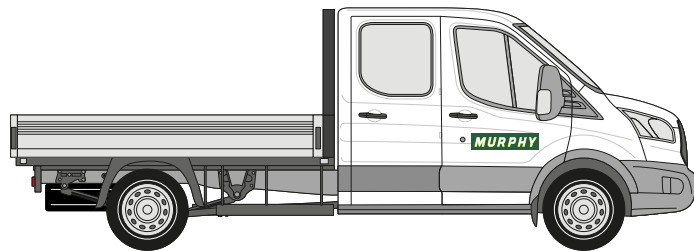
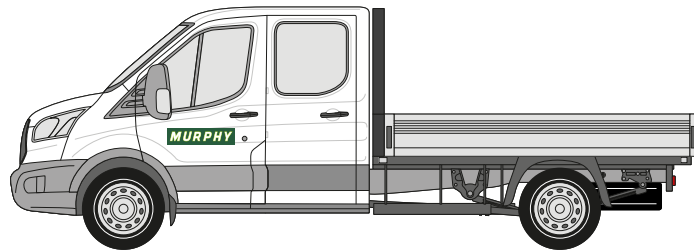
### Rear visual

Green Background Murphy Logo 2: 650 x 162mm



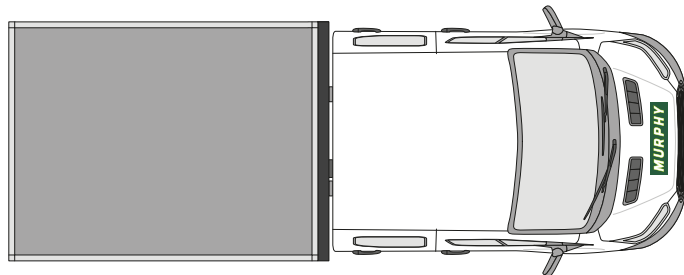
### Nearside/offside visual

Green Background Murphy Logo 2: 650 x 162mm



### Front visual

Green Background Murphy Logo 2: 650 x 162mm



### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

Van Excellence: 148 x 206mm

---

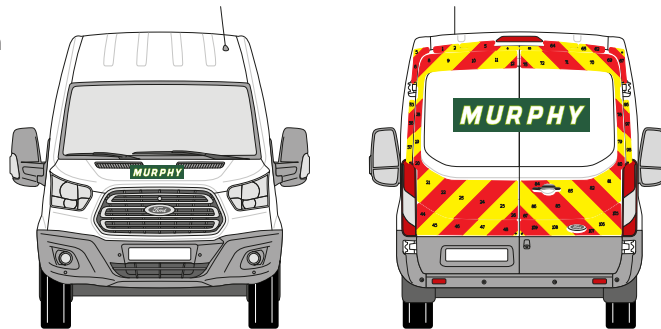
## Ford Transit H2 2014+ Livery and FCW (white)

### Rear visual

Green Background Murphy Logo 5: 1100 x 275mm

### Front visual

Green Background Murphy Logo 3: 800 x 200mm



### Nearside/offside visual

Green Background Murphy Logo 5: 1100 x 275mm

World Class Infrastructure Tagline E: 1100 x 90mm



### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

ID:000131 Van Excellence: 148 x 206mm

---

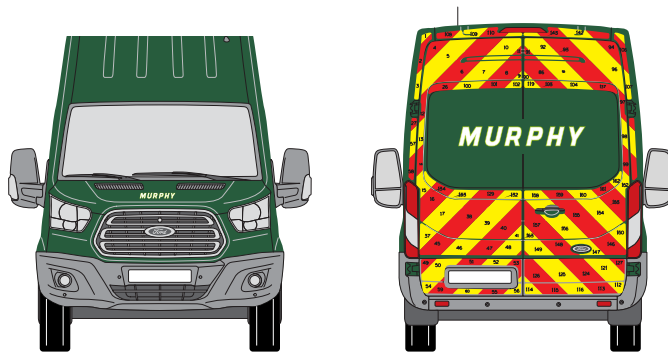
## Ford Transit L3H3 2014+ Livery and FCW (green)

### Rear visual

Murphy Logo - Tape 6: 1017 x 163mm

### Front visual

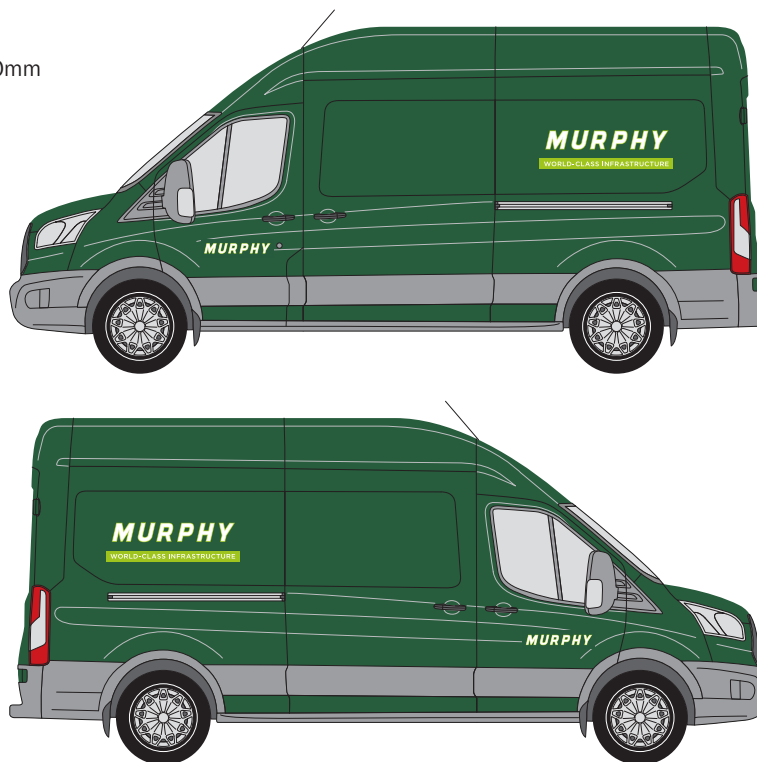
Murphy Logo - Tape 5: 739 x 119mm



### Nearside/offside visual

Murphy Logo - Tape 6: 1017 x 163mm

World Class Infrastructure Tagline D: 1100 x 90mm



### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

ID:000131 Van Excellence: 148 x 206mm

---

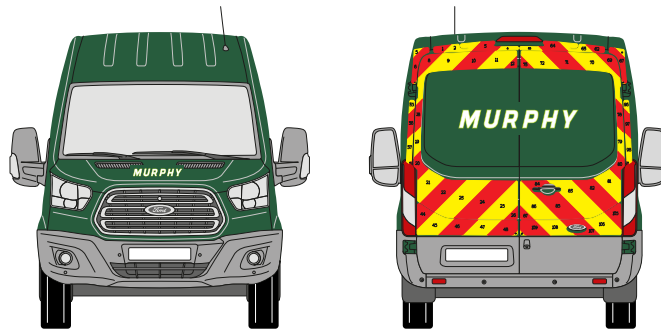
## Ford Transit L3 H2 2014+ Livery and FCW

### Rear visual

Murphy Logo - Tape 7: 1017 x 163mm

### Front visual

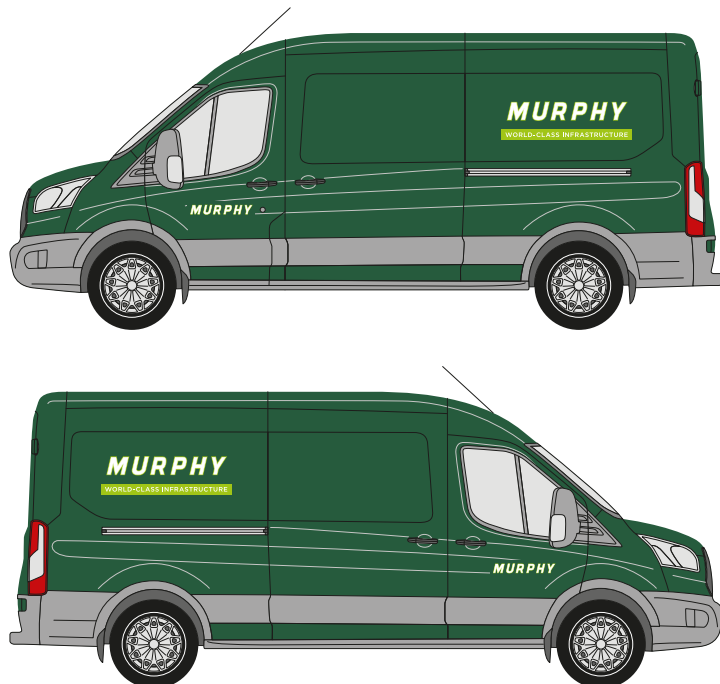
Murphy Logo - Tape 5: 739 x 119mm



### Nearside/offside visual

Murphy Logo - Tape 7: 1017 x 163mm

World Class Infrastructure Tagline E: 1100 x 90mm



### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

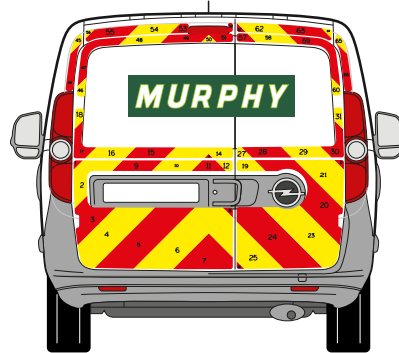
ID:000131 Van Excellence: 148 x 206mm

---

## Vauxhall Combo L2H1 Livery and Chapter 8 kit (white)

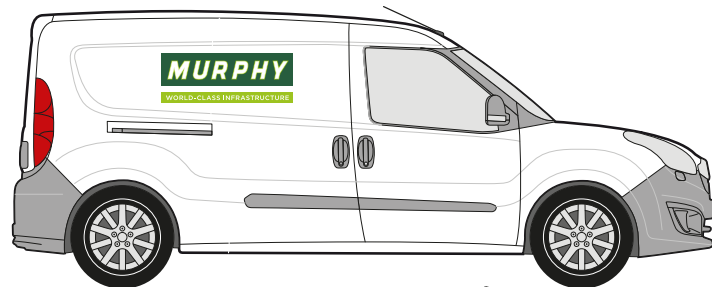
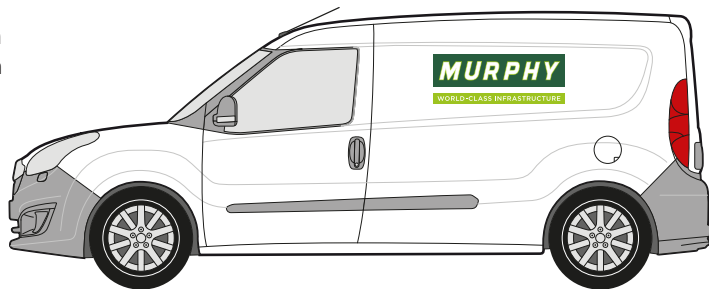
### Rear visual

Green Background Murphy Logo 3: 800 x 200mm



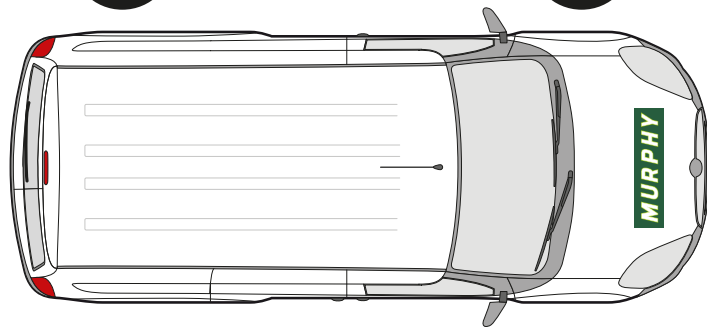
### Nearside/offside visual

Green Background Murphy Logo 3: 800 x 200mm  
World Class Infrastructure Tagline C: 800 x 65mm



### Front visual

Green Background Murphy Logo 3: 800 x 200mm



### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

Van Excellence: 148 x 206mm

---

## Vauxhall Combo L2H1 Livery and Chapter 8 kit

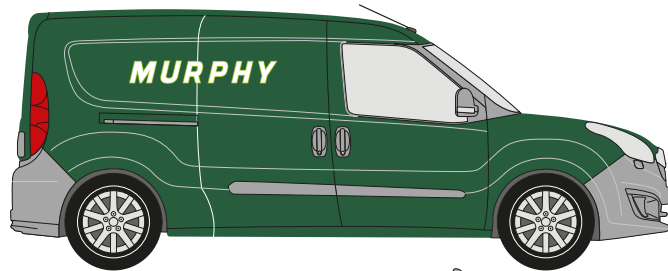
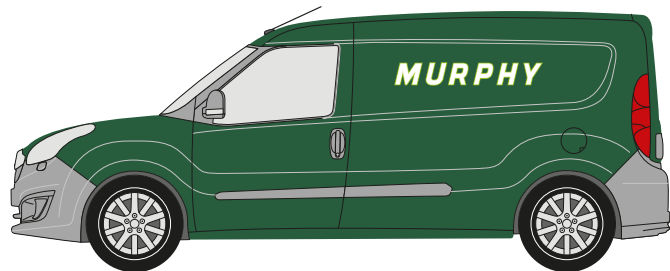
### Rear visual

Murphy Logo Tape 5: 739 x 119mm



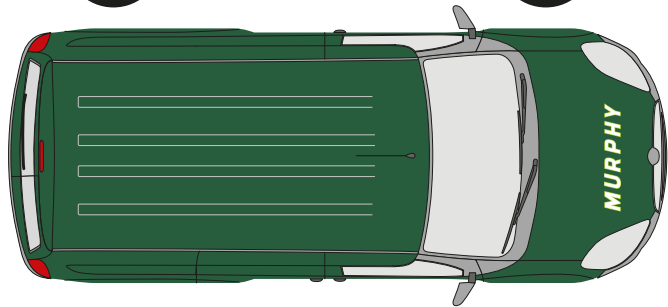
### Nearside/offside visual

Murphy Logo Tape 5: 1017 x 163mm



### Front visual

Murphy Logo Tape 5: 739 x 119mm



### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

Van Excellence: 148 x 206mm

---

## Vauxhall Combo L1H1- Livery and Chapter 8 kit (green)

### Rear visual

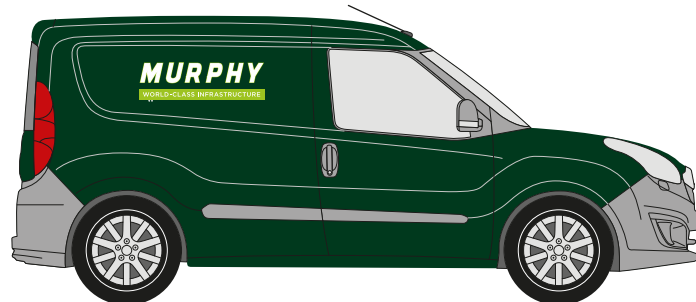
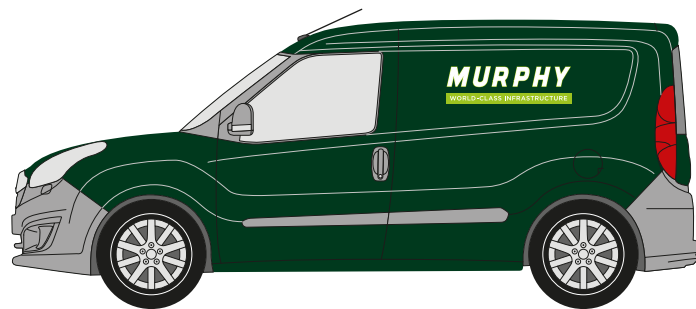
Logo Murphy Tape 5: 739 x 119mm



### Nearside/offside visual

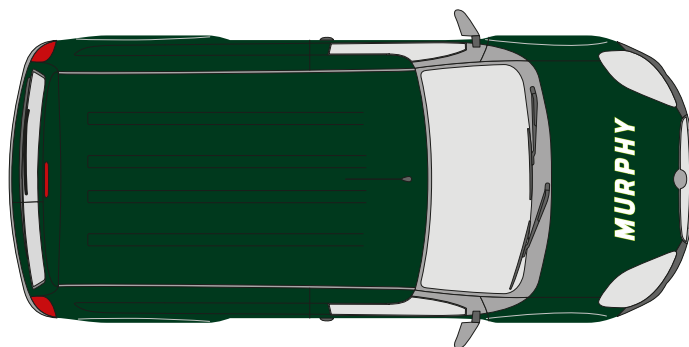
Logo Murphy Tape 5: 739 x 119mm

World Class Infrastructure Tagline C: 800 x 65mm



### Front visual

Logo Murphy Tape 5: 739 x 119mm



### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

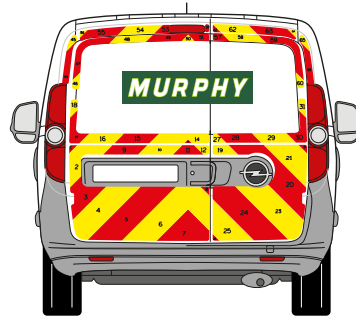
Van Excellence: 148 x 206mm

---

## Vauxhall Combo L1H1- Livery and Chapter 8 kit (white)

### Rear visual

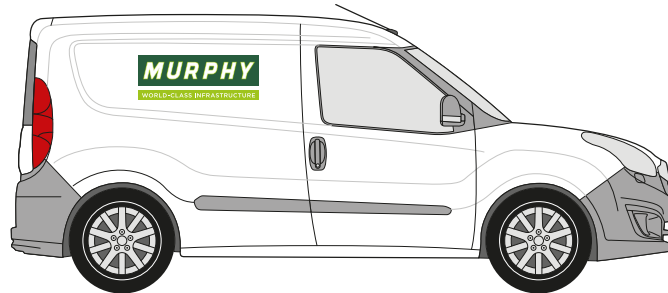
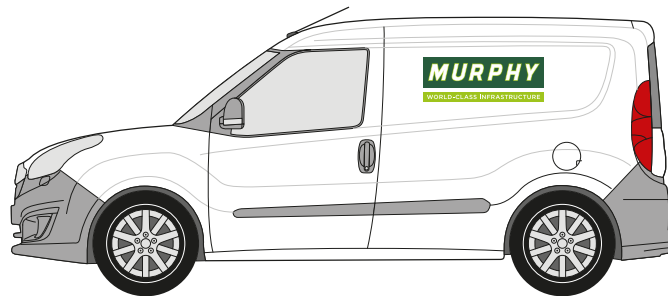
Green Background Murphy Logo 3: 800 x 200mm



### Nearside/offside visual

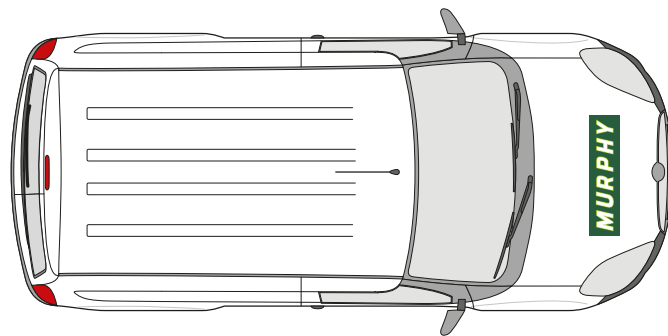
Green Background Murphy Logo 3: 800 x 200mm

World Class Infrastructure Tagline C: 800 x 65mm



### Front visual

Green Background Murphy Logo 3: 800 x 200mm



### Miscellaneous

Cyclists: 300 x 165 mm

FORS: 143 x 206mm

Van Excellence: 148 x 206mm

---

## Vauxhall Corsa Van - Livery Only (green)

### Nearside/offside visual

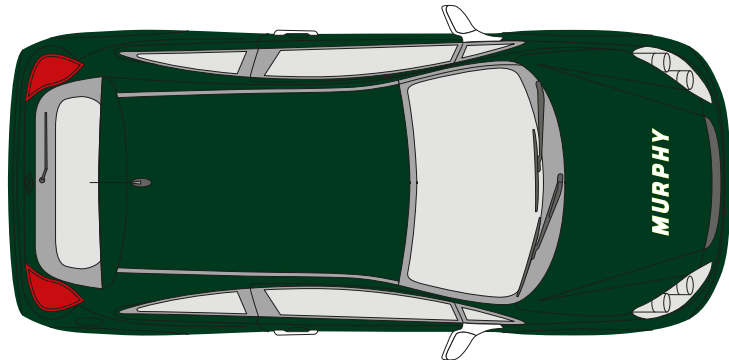
Murphy Logo - Tape 3: 601mm x 96.5mm

World Class Infrastructure Tagline B: 650mm x 52mm



### Front visual

Murphy Logo - Tape 3: 601mm x 96.5mm



### Rear visual

No logo

### Miscellaneous

N/A

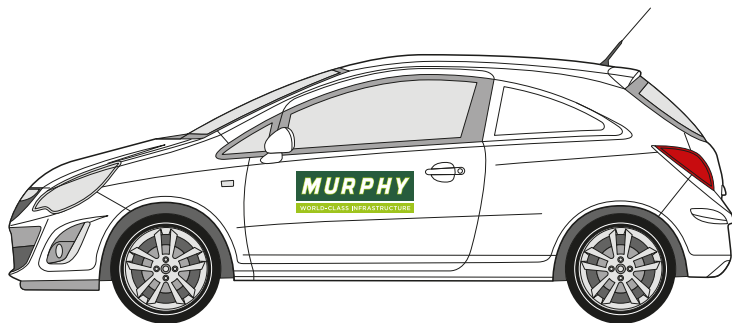
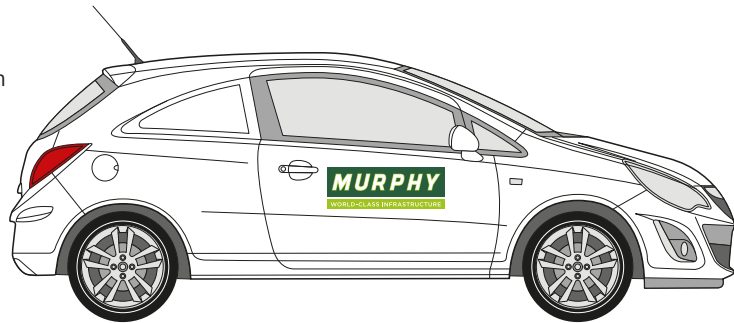
---

## Vauxhall Corsa Van - Livery Only (white)

### Nearside/offside visual

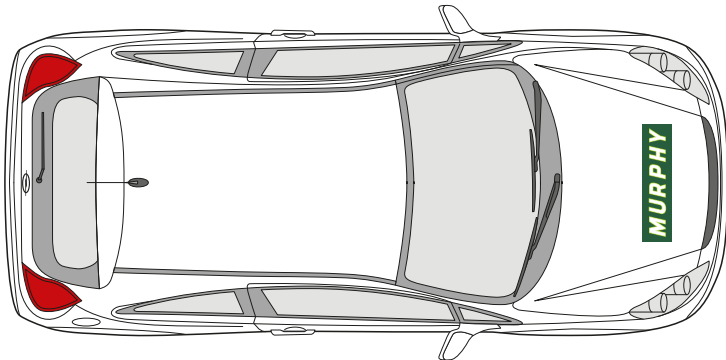
Murphy Logo 2: 650 x 162mm

World Class Infrastructure Tagline B: 650 x 52mm



### Front visual

Murphy Logo 2: 650 x 162mm



### Rear visual

No logo

### Miscellaneous

N/A

---

## CORRECT LOGO APPLICATION ON PLANT & TRANSPORT

The correct Murphy logo should be placed onto vehicles to ensure a consistent look across the fleet.



## INCORRECT LOGO APPLICATION ON PLANT & TRANSPORT

If the Murphy logo is applied with incorrect proportions the logo will look inconsistent when two vehicles are parked side by side. Please ensure you use the guidelines to avoid incorrect applications.



---

## JV BRANDING AND COMBING LOGOS

When combining two corporate identities for joint venture branding always ensure both logos are equally emphasised. Below is an example of how a different partner logo can work alongside the Murphy logo.

Each corporate identity will have a different set of brand guidelines. Please contact the marketing department of that brand and obtain a copy of their brand guidelines.

Logo use and guidelines will need to be confirmed with each organisation's marketing department.

### Example 1:

**SIEMENS**

**MURPHY**

Joint Venture

### Example 2:

**Agility**

A Murphy Morrison Joint Venture

## SPONSORSHIP AND PARTNERSHIPS

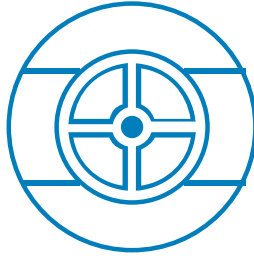
Please contact the marketing manager to discuss any proposed sponsorships or partnerships.

---

## MURPHY ICONS

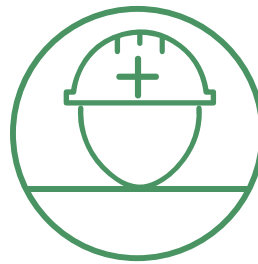
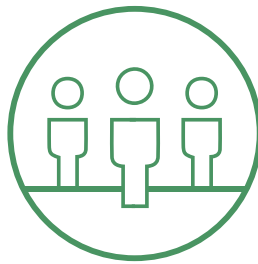
### Sector icons

Using a simple round line style, the sector icons highlight our 4 main sectors.



### Functional identity icons

Functional support identities will require an icon for navigation purposes on SharePoint, these icons will be used in other marketing assets.



# 4 COLOUR PALETTE

## PRIMARY COLOURS

The primary Murphy colour palette consists of Murphy dark green, Murphy bright green, Murphy light green, Murphy muted green, Murphy dark grey and Murphy light grey. 70% black is also used for paragraph headings and body copy text for printed external communications and digital applications. 100% black is used for internal templates such as Word and PowerPoint. These colours can be applied across Murphy documents and marketing collateral, for use in headings, bullets, charts and graphics.

These colours are equivalent to the Pantone colour values cited in the table below. For printing use the four colour process, CMYK values, shown below. For on-screen and web applications (PPT, video, broadcast, web sites, intranets), refer to the RGB/HEX values specified. Additionally Murphy Plant & Transport vehicles should be painted in the Corporate dark green using DuPont J0752.



**MURPHY DARK GREEN**  
**554C**  
**84 40 80 35**  
**34 90 64**  
**#225a40**



**MURPHY MUTED GREEN**  
**7730C**  
**73 21 77 5**  
**75 148 97**  
**#459163**



**MURPHY BRIGHT GREEN**  
**375C**  
**45 0 100 0**  
**142 198 63**  
**#8ec63f**



**MURPHY LIGHT GREY**  
**9C**  
**0 0 0 50**  
**147 149 152**  
**939598**



**MURPHY LIGHT GREEN**  
**354C**  
**91 0 84 0**  
**0 171 101**  
**#00ab67**



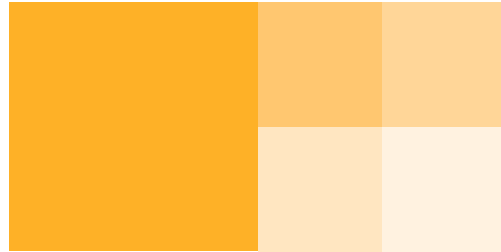
**MURPHY DARK GREY**  
**11C**  
**0 0 0 70**  
**109 110 113**  
**6D6E71**

---

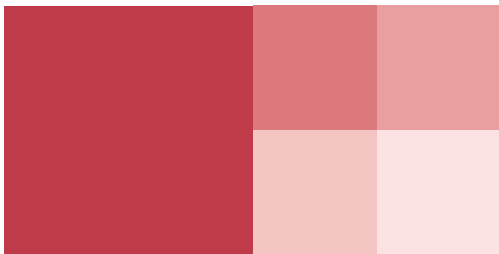
## SECTOR COLOURS



**MURPHY RAIL GREY**  
**7540C**  
**68 59 53 33**  
**66 69 70**  
**#424546**



**MURPHY NATURAL RESOURCES YELLOW**  
**7409C**  
**3 33 99 0**  
**253 181 21**  
**#fdb515**



**MURPHY POWER RED**  
**703C**  
**19 91 68 6**  
**182 62 62**  
**#b63e42**



**MURPHY WATER BLUE**  
**7461C**  
**95 41 6 0**  
**15 116 163**  
**#0f74a3**

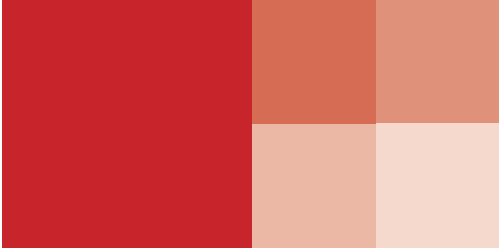
## CAPABILITY COLOUR



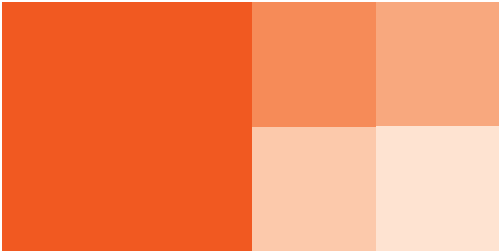
**MURPHY GREY CAPABILITIES**  
**431C**  
**64 42 41 25**  
**92 111 117**  
**#5c6f75**

---

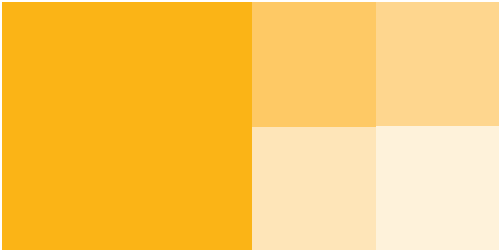
## SECONDARY COLOURS



**MURPHY RED**  
**711C**  
**20 100 100 0**  
**201 37 44**  
**#C9252C**



**MURPHY ORANGE**  
**1645C**  
**0 80 100 0**  
**241 90 34**  
**#f15a22**



**MURPHY YELLOW**  
**1235C**  
**0 32 100 0**  
**253 181 21**  
**#fcb515**

## 5 TYPOGRAPHY

---

### CORPORATE TYPEFACES

#### Arial

Arial comes in Bold and Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ? !£\$%&\*@  
abcdefghijklmnopqrstuvwxyz? !£\$%&\*@

#### Franklin gothic

Franklin gothic comes in Heavy, Demi, Medium and Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ? !£\$%&\*@  
abcdefghijklmnopqrstuvwxyz? !£\$%&\*@

## FONT SIZES AND HIERARCHY - WORD

FONT	CASE	POINT SIZE	SPACING	SPACE AFTER/ BEFORE	COLOUR
<b>HEADING 1</b>					
ARIAL BOLD	UPPER	36	1.15	0 BEFORE/ 5 AFTER	MUTED GREEN/BRIGHT GREEN/WHITE
<b>HEADING 2</b>					
ARIAL REGULAR	UPPER	28	1.15	0 BEFORE/ 0 AFTER	MUTED/BRIGHT/LIGHT GREEN/WHITE
<b>HEADING 3</b>					
ARIAL BOLD	UPPER	18	1.15	0 BEFORE/ 0 AFTER	MUTED GREEN/BRIGHT GREEN
<b>HEADING 4</b>					
ARIAL REGULAR	UPPER	16	1.15	18 BEFORE/ 6 AFTER	MUTED GREEN
<b>Heading 5</b>					
ARIAL BOLD	SENTENCE	12	1.15	6 BEFORE/ 6 AFTER	BRIGHT/LIGHT GREEN
<b>Paragraph Heading</b>					
ARIAL BOLD	SENTENCE	10	1.15	6 BEFORE/ 0 AFTER	100% BLACK
<b>Body</b>					
ARIAL REGULAR	SENTENCE	10	1.15	6 AFTER/ 12 AFTER END	100% BLACK
<b>■ Bullets</b>					
ARIAL REGULAR	SENTENCE	10	1.15	6 AFTER/ 12 AFTER END	MUTED/LIGHT/BRIGHT GREEN BULLET AND 100% BLACK TEXT

## FONT SIZES AND HIERARCHY - WORD (POLICY/PROCEDURE/ GUIDANCE)

FONT	CASE	POINT SIZE	SPACING	SPACE AFTER/ BEFORE	COLOUR
<b>Heading 1 (1)</b>					
ARIAL BOLD	SENTENCE	12	1.15	18 BEFORE/ 6 AFTER	DARK GREEN
<b>Heading 2 (1.1)</b>					
ARIAL BOLD	SENTENCE	11	1.15	0 BEFORE/ 6 AFTER	BRIGHT GREEN
<b>Heading 3 (1.1.1)</b>					
ARIAL BOLD	SENTENCE	10	1.15	0 BEFORE/ 6 AFTER	BLACK
<b>Heading 4 (1.1.1.1)</b>					
ARIAL REGULAR	SENTENCE	10	1.15	0 BEFORE/ 6 AFTER	BLACK
<b>Paragraph Heading</b>					
ARIAL BOLD	SENTENCE	10	1.15	6 BEFORE/ 0 AFTER	100% BLACK
<b>Body</b>					
ARIAL REGULAR	SENTENCE	10	1.15	6 AFTER/ 12 AFTER END	100% BLACK
<b>■ Bullets</b>					
ARIAL REGULAR	SENTENCE	10	1.15	6 AFTER/ 12 AFTER END	MUTED/LIGHT/BRIGHT GREEN BULLET AND 100% BLACK TEXT

# FONT SIZES AND HIERARCHY - POWERPOINT

FONT	CASE	POINT SIZE	LEADING	SPACE AFTER/ BEFORE	COLOUR
<b>HEADING 1 - COVER</b>					
ARIAL BOLD	SENTENCE	44	1.0	0 AFTER / 0 BEFORE	WHITE
<b>Heading 1 - Standard</b>					
ARIAL REGULAR	SENTENCE	44	1.0	0 AFTER / 0 BEFORE	DARK GREEN
<b>Paragraph Heading</b>					
ARIAL BOLD	Sentence	18	1.5	0 AFTER / 0 BEFORE	BLACK
<b>Body</b>					
ARIAL REGULAR	Sentence	18	1.5	6 AFTER	BLACK
<b>■ Bullets</b>					
ARIAL REGULAR	Sentence	18	1.5	6 AFTER LAST BULLET	LIGHT GREEN BULLET AND BLACK TEXT

## FONT SIZES AND HIERARCHY - INDESIGN

FONT	CASE	POINT SIZE	LEADING	SPACE AFTER/ BEFORE	COLOUR
<b>HEADING 1</b>					
FRANKLIN GOTHIC HEAVY	UPPER	36	33	2 AFTER	MUTED GREEN/BRIGHT GREEN/WHITE
<b>HEADING 2</b>					
FRANKLIN GOTHIC HEAVY	UPPER	28	24	2 AFTER	MUTED/BRIGHT/LIGHT GREEN/WHITE
<b>HEADING 3</b>					
FRANKLIN GOTHIC DEMI	UPPER	18	18	2 AFTER	MUTED GREEN/BRIGHT GREEN
<b>HEADING 4</b>					
FRANKLIN GOTHIC BOOK	UPPER	16	16	2 AFTER	MUTED GREEN
<b>Heading 5</b>					
FRANKLIN GOTHIC DEMI	SENTENCE	12	12	2 AFTER	BRIGHT/LIGHT GREEN
<b>Paragraph Heading - Booklet/Guidance Notes</b>					
FRANKLIN GOTHIC DEMI	SENTENCE	10	12	0 AFTER	70% BLACK/100% BLACK
<b>Body - Booklet/Guidance Notes</b>					
FRANKLIN GOTHIC BOOK	SENTENCE	10	12	2 AFTER/ 4 AFTER END	70% BLACK/100% BLACK
<b>■ Bullets - Booklet/Guidance Notes</b>					
FRANKLIN GOTHIC BOOK	SENTENCE	10	12	0 AFTER/ 4 AFTER END	LIGHT GREEN/BRIGHT GREEN BULLET AND 70% BLACK TEXT/100% BLACK TEXT
<b>Paragraph Heading - Brochure/Report</b>					
FRANKLIN GOTHIC DEMI	SENTENCE	8.5	11	0 AFTER	70% BLACK/100% BLACK
<b>Body - Brochure/Report</b>					
FRANKLIN GOTHIC BOOK	SENTENCE	8.5	11	2 AFTER/ 4 AFTER END	70% BLACK/100% BLACK
<b>■ Bullets - Brochure/Report</b>					
FRANKLIN GOTHIC BOOK	SENTENCE	8.5	11	0 AFTER/ 4 AFTER END	LIGHT GREEN/BRIGHT GREEN BULLET AND 70% BLACK TEXT/100% BLACK TEXT

# 6 IMAGERY

---

## USAGE

Imagery plays an important role in representing the Murphy brand, and the work that we do. From people to projects, any images selected for use online or in printed documents should be relevant and of high quality.

### Projects

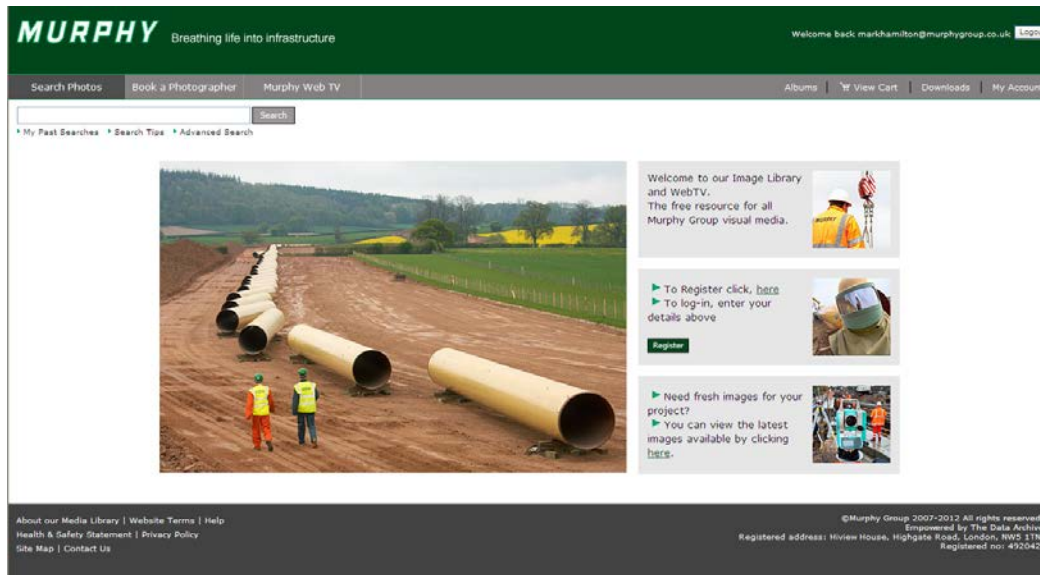


### People



## IMAGE LIBRARY

The Murphy image library is an online resource containing hundreds of professionally sourced images from various Murphy projects and sites across the UK, Ireland and Australia. To access the site please go to [www.murphygroupimages.co.uk](http://www.murphygroupimages.co.uk) and register to download images.



---

## MURPHY LOGO IN IMAGES

Images play an important role in the Murphy brand's graphic style, displaying our services and products, and showing our employees working in the field. Murphy plant and transport is also heavily used in imagery and should always display the logo as clearly as possible. Please make sure that the correct Murphy logo is displayed on images which include employees wearing PPE.

### Correct logo



### Incorrect logo



---

## APPROVAL BY SHESQ

All site images need to be approved by the SHESQ department. This is to ensure that there are no SHESQ issues and that the highest standards are being demonstrated.

**No gloves**



**No protective barrier**



**No gloves or hard hat**



**Under moving vehicle**



---

## QUALITY CONTROL

In some instances, finding high quality images can be difficult, particularly for older projects. If using a template, images should be inserted rather than cut and pasted into the document. Ensure that images are in focus, avoid camera dates, coloured borders, and do not stretch or distort images.

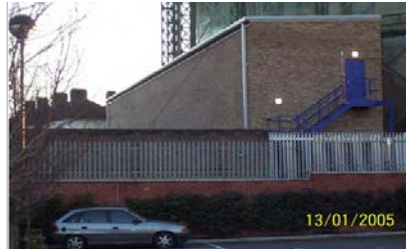
For print purposes, images should be high resolution, 300 dpi .jpeg or .gif (using .tiff can increase file size dramatically).

Please contact the marketing department if you have any concerns.

### High-resolution



### Camera date



### Low-resolution



### Green borders



### Poor quality



### Stretched and distorted



---

## PROJECT PHOTOGRAPHY

For marketing and PR purposes project photography needs to be of the highest quality, and therefore should be professionally taken. Please contact the marketing manager to arrange a site visit by a professional photographer.

## GUIDANCE FOR TAKING PHOTOGRAPHS

If it is not possible to use a professional photographer then a high quality camera can be borrowed from the marketing department. A photography brief is available which includes guidance for taking photographs.

## APPROVAL PROCESS

Written approval is needed in order to use a photograph for marketing purposes – whether online or in print. Client permission will be needed for the relevant project, and for any people photography the individual will need to confirm their permission. Please note that there are additional rules if children are included in the photography.



**J. Murphy & Sons Limited**

**London (Head Office)**

Hiview House  
Highgate Road  
London NW5 1TN  
T +44 20 7267 4366

**Helen Smith**

Marketing manager  
T +44 (0) 20 3757 1259  
M +44 (0) 7885 971530  
E helenjsmith@murphygroup.co.uk

**Delyth Bowen**

PR manager  
T +44 (0) 20 3757 1265  
M +44 (0) 7834 678053  
E delythbowen@murphygroup.co.uk

**Jo Laycock**

Internal communications manager  
T +44 (0) 20 3757 1251  
M +44 (0) 7809 594274  
E jolaycock@murphygroup.co.uk

To find out more about what is possible when you work together with Murphy visit: [www.murphygroup.co.uk](http://www.murphygroup.co.uk)