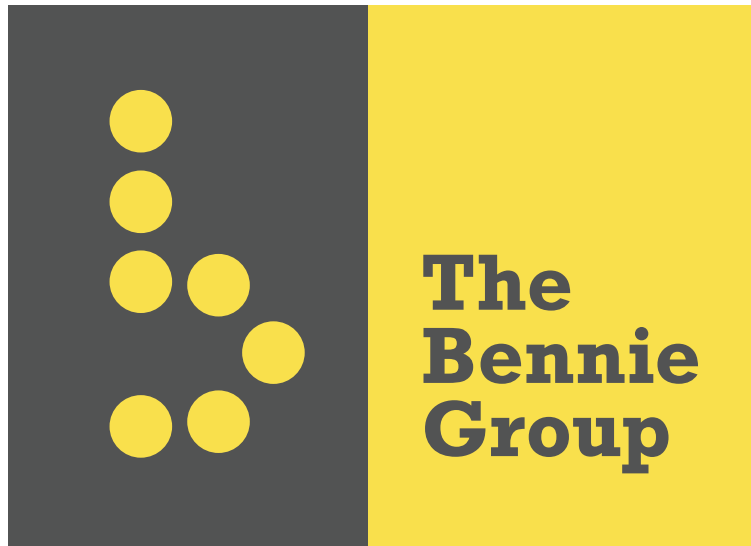


# Brand Guidelines





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# Our brand matters

Branding is the visual, structural and aural expression of what an organisation stands for.

It is the summing up of an organisations core values, represented through its actions and dealings as well as its visual identity.

Good branding creates clarity, reassurance, consistency and status.

Within these guidelines are some of the 'tools' that create our brand including the logo, colour palette, typefaces, use of imagery, approach to terminology and design.

Please use these guidelines to ensure that our brand is protected and respected.

# Our brand values

Our identity should present The Bennie Group as:

Family run with a sense of heritage  
(‘a family of great companies’)

Reliable

Successful

Stable

Dependable

Down to Earth

Authoritative

Important

We should reflect these values in everything we do.



# Guidelines

Logos

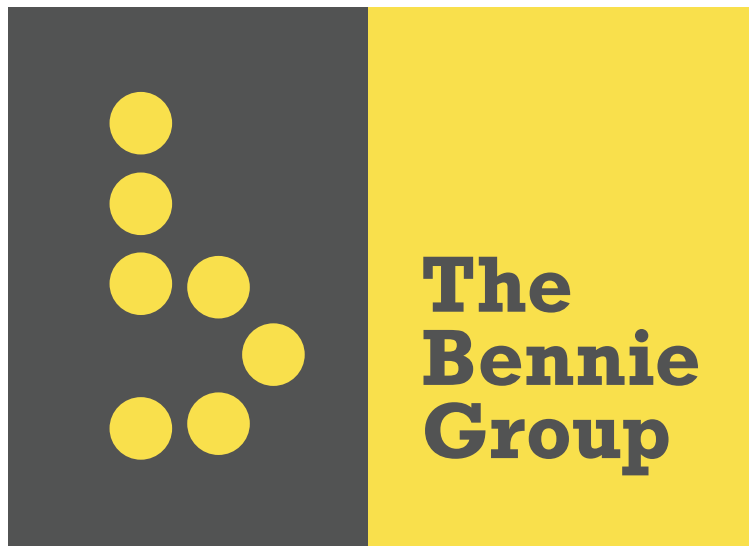
How to use our logos

How not to use our logos

Fonts



# Our logos



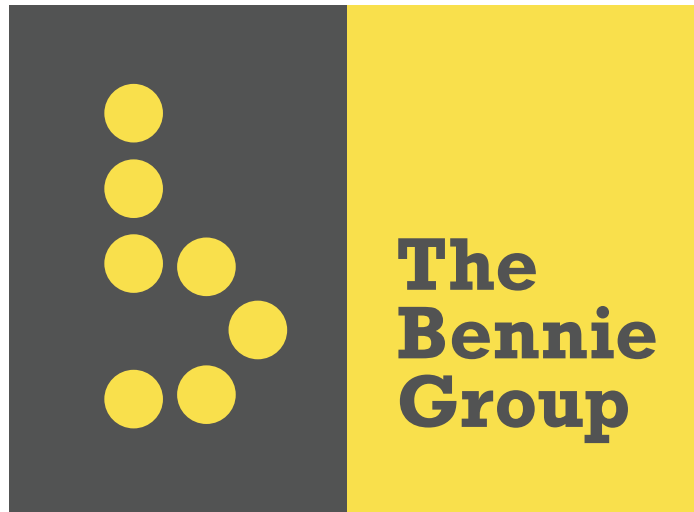


# The Bennie Group Logo

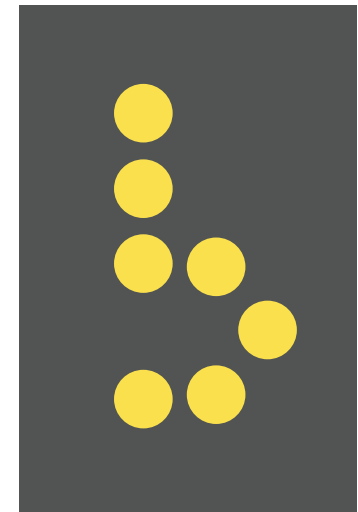
Our logo is made up of a set of parts, which illustrates that The Bennie Group unifies its subsidiary companies.

These parts are always in a fixed relationship and should always appear like this.

There are two versions of our logo. Although the 'B' is strong enough to sit on its own, where possible please use the primary version.



Primary version



Secondary version

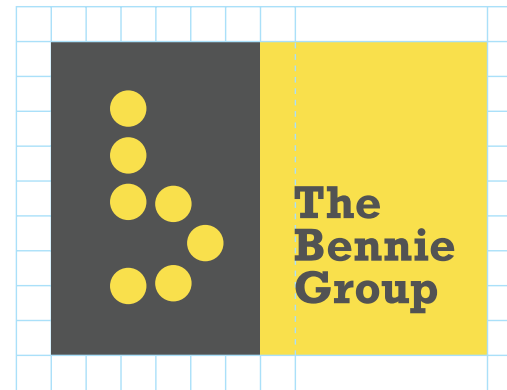


# Using the logo

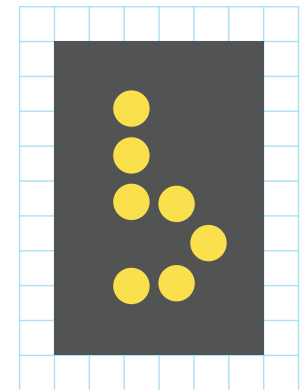
Both versions of the logo must be presented clearly. The blue grid indicates the exclusion zone around the logo, so that it stands out and is never crowded.

The logo can also be used to bleed off the edge of a page. You will need to use a special version of the logo for this, which is discussed later in these guidelines.

We have created EPS, JPEG and TIFF versions of our logo. Always use the digital version of the logos provided with these guidelines, never try to recreate them. All logos can be used on both PC's and Mac's.

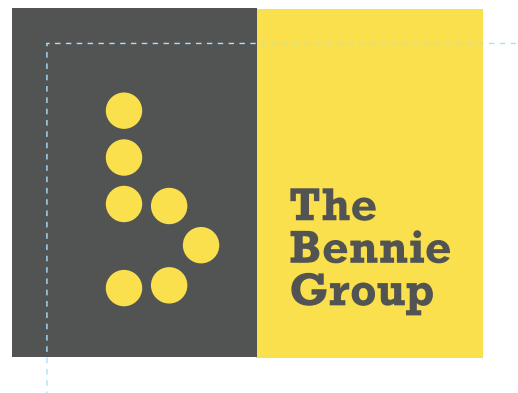


Primary version exclusion zone

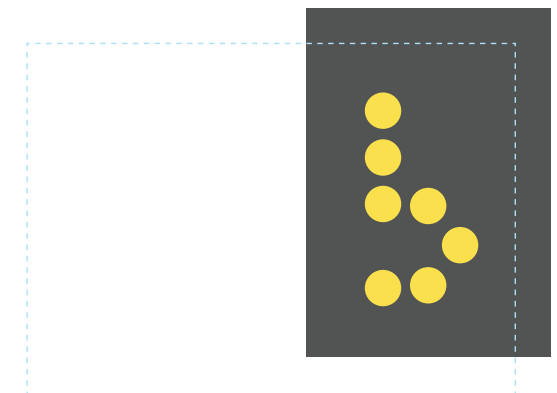


Secondary version exclusion zone

Minimum logo size:  
The logo must never be used any smaller than 20mm in height.



Primary version can only bleed off left and top edge



Secondary version can only bleed off right and top edges



# Colours

Our colour palette consists of two colours. Our yellow is warm and friendly and our grey is industrial. The grey is a common link between The Bennie Group and its subsidiary companies.

The grey is mainly used for text and the yellow as a background colour or as a highlight colour.



Pantone  
115

CMYK  
Cyan 0%  
Magenta 5%  
Yellow 88%  
Black 0%

RGB  
Red 249  
Green 224  
Blue 76

Web  
#f9e04c

RAL  
Zinc Yellow  
1018



Pantone  
425

CMYK  
Cyan 10%  
Magenta 4%  
Yellow 9%  
Black 80%

RGB  
Red 96  
Green 96  
Blue 91

Web  
#60605B

RAL  
Graphite Grey  
7024





# Barton Logo

Our logo has two elements which are always in a fixed relationship; the circle and the word 'Barton'.



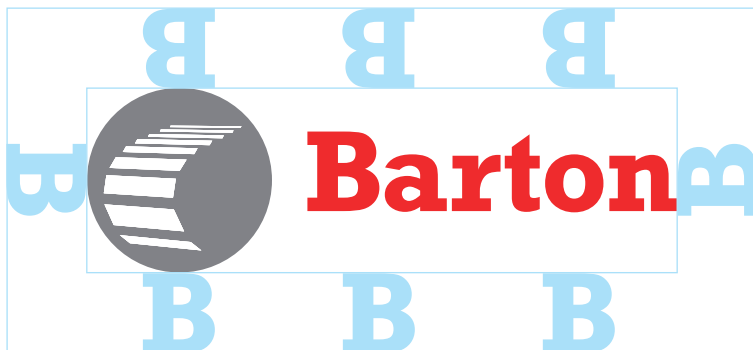
# Barton



# Using the logo

Our logo must always be presented clearly. The blue area indicates the exclusion zone around the logo, so that it stands out and is never crowded.

We have created EPS, JPEG and TIFF versions of our logo. Always use the digital version of the logos provided with these guidelines, never try to recreate them. All logos can be used on both PC's and Mac's.



## Minimum size

Our logo should always be legible and clear and should never be reproduced below a minimum size. The minimum size is 40mm across the width of the logo as shown below.



The circle can also be used on its own if necessary, but the width must go no smaller than 15mm to ensure legibility.





# Colours

Our colour palette consists of two colours; grey and red. The grey is a common link between The Bennie Group and its subsidiary companies.

The grey is mainly used for text and the red as a background colour or as a highlight colour.



# Barton



Pantone  
1788

CMYK  
Cyan 0%  
Magenta 90%  
Yellow 75%  
Black 0%

RGB  
Red 239  
Green 43  
Blue 45

Web  
#ef2b2d

RAL  
Traffic Red  
3020



Pantone  
425

CMYK  
Cyan 10%  
Magenta 4%  
Yellow 9%  
Black 80%

RGB  
Red 96  
Green 96  
Blue 91

Web  
#60605B

RAL  
Graphite Grey  
7024



# Bennie Equipment Logo

Our logo has three elements which are always in a fixed relationship; the circle, the word 'Bennie' and the word 'Equipment'.



**Bennie**  
Equipment



# Using the logo

Our logo must always be presented clearly. The blue area indicates the exclusion zone around the logo, so that it stands out and is never crowded.

We have created EPS, JPEG and TIFF versions of our logo. Always use the digital version of the logos provided with these guidelines, never try to recreate them. All logos can be used on both PC's and Mac's.



**Minimum size**  
Our logo should always be legible and clear and should never be reproduced below a minimum size. The minimum size is 40mm across the width of the logo as shown below.



The circle can also be used on its own if necessary, but the width must go no smaller than 15mm to ensure legibility.

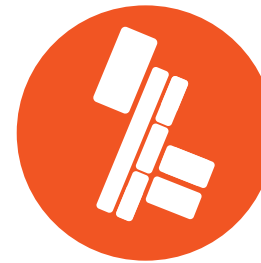




# Colours

Our colour palette consists of two colours; grey and Orange. The grey is a common link between The Bennie Group and its subsidiary companies.

The grey is mainly used for text and the Orange as a background colour or as a highlight colour.



**Bennie**  
Equipment



Pantone  
811 2X

CMYK  
Cyan 0%  
Magenta 67%  
Yellow 91%  
Black 0%

RGB  
Red 255  
Green 84  
Blue 22

Web  
#FF5416

RAL  
Orange Red  
3020



Pantone  
425

CMYK  
Cyan 10%  
Magenta 4%  
Yellow 9%  
Black 80%

RGB  
Red 96  
Green 96  
Blue 91

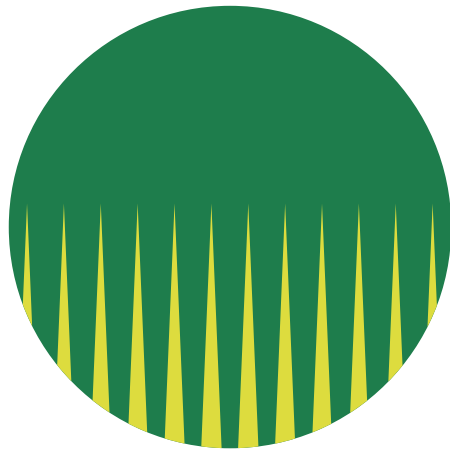
Web  
#60605B

RAL  
Graphite Grey  
7024



# Boughton Logo

Our logo has two elements which are always in a fixed relationship; the circle and the word “Boughton”.



# Boughton



# Using the logo

Our logo must always be presented clearly. The blue area indicates the exclusion zone around the logo, so that it stands out and is never crowded.

We have created EPS, JPEG and TIFF versions of our logo. Always use the digital version of the logos provided with these guidelines, never try to recreate them. All logos can be used on both PC's and Mac's.

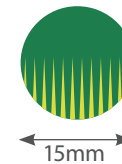


## Minimum size

Our logo should always be legible and clear and should never be reproduced below a minimum size. The minimum size is 40mm across the width of the logo as shown below.



The circle can also be used on its own if necessary, but the width must go no smaller than 15mm to ensure legibility.



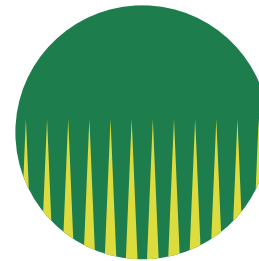




# Colours

Our colour palette consists of three colours; a dark green, light green and a grey. The grey is a common link between The Bennie Group and its subsidiary companies.

The dark green and the grey are mainly used for text and the light green as a background colour or as a highlight colour. The light green should only appear out of the dark green.



# Boughton



Pantone  
348

CMYK  
Cyan 92%  
Magenta 0%  
Yellow 84%  
Black 20%

RGB  
Red 0  
Green 135  
Blue 81

Web  
#008751

RAL  
Mint Green  
6029



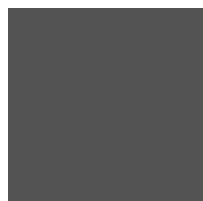
Pantone  
381

CMYK  
Cyan 26%  
Magenta 0%  
Yellow 88%  
Black 0%

RGB  
Red 204  
Green 226  
Blue 38

Web  
#cce226

RAL  
Sulfur Yellow  
1016



Pantone  
425

CMYK  
Cyan 10%  
Magenta 4%  
Yellow 9%  
Black 80%

RGB  
Red 96  
Green 96  
Blue 91

Web  
#60605B

RAL  
Graphite Grey  
7024



# Ken Hall Logo

Our logo has two elements which are always in a fixed relationship; the circle and the words “Ken Hall”.



# Ken Hall



# Using the logo

Our logo must always be presented clearly. The blue area indicates the exclusion zone around the logo, so that it stands out and is never crowded.

We have created EPS, JPEG and TIFF versions of our logo. Always use the digital version of the logos provided with these guidelines, never try to recreate them. All logos can be used on both PC's and Mac's.



## Minimum size

Our logo should always be legible and clear and should never be reproduced below a minimum size. The minimum size is 40mm across the width of the logo as shown below.



The circle can also be used on its own if necessary, but the width must go no smaller than 15mm to ensure legibility.





# Colours

Our colour palette consists of two colours; grey and blue. The grey is a common link between The Bennie Group and its subsidiary companies.

The grey is mainly used for text and the blue as a background colour or as a highlight colour.



# Ken Hall



Pantone	CMYK	RGB	Web	RAL
300	Cyan 98% Magenta 50% Yellow 0% Black 0%	Red 0 Green 114 Blue 198	#0072C6	Sky Blue 5015



Pantone	CMYK	RGB	Web	RAL
425	Cyan 10% Magenta 4% Yellow 9% Black 80%	Red 96 Green 96 Blue 91	#60605B	Graphite Grey 7024



# Peter Bennie Logo

Our logo has two elements which are always in a fixed relationship; the circle and the words “Peter Bennie”.



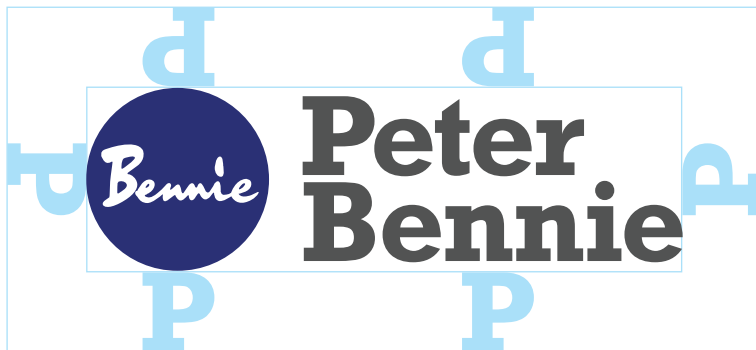
**Peter  
Bennie**



# Using the logo

Our logo must always be presented clearly. The blue area indicates the exclusion zone around the logo, so that it stands out and is never crowded.

We have created EPS, JPEG and TIFF versions of our logo. Always use the digital version of the logos provided with these guidelines, never try to recreate them. All logos can be used on both PC's and Mac's.



Exclusion zone

## Minimum size

Our logo should always be legible and clear and should never be reproduced below a minimum size. The minimum size is 40mm across the width of the logo as shown below.



The circle can also be used on its own if necessary, but the width must go no smaller than 15mm to ensure legibility.





# Colours

Our colour palette consists of two colours; grey and blue. The grey is a common link between The Bennie Group and its subsidiary companies.

The grey is mainly used for text and the blue as a background colour or as a highlight colour.



# Peter Bennie



Pantone  
2747

CMYK  
Cyan 100%  
Magenta 90%  
Yellow 0%  
Black 20%

RGB  
Red 28  
Green 20  
Blue 107

Web  
#1C146B

RAL  
Green Blue  
5001



Pantone  
425

CMYK  
Cyan 10%  
Magenta 4%  
Yellow 9%  
Black 80%

RGB  
Red 96  
Green 96  
Blue 91

Web  
#60605B

RAL  
Graphite Grey  
7024



# How to use our logos

It's very important that our logo stands out against different coloured backgrounds and as you can see there is a version for each occasion. Please make sure you use the correct version.

Mono logos: where colour reproduction is not possible, our logo should be used as either 100% black or solid white.

Positive logo in colour



Positive logo in black & white



Negative logo in colour



Negative logo in black & white







# How not to use our logo

Please see below some examples of the logo being used incorrectly.

Background too busy for legibility



Never change the proportions of the logo



Contrast of colours too close for legibility



Never change the colours of the logo



Never reposition the text



Reproducing in a tint of the correct colour





# Our font

‘The Serif’ is the primary font family used. It is a confident and contemporary typeface which reflects our brand values. The ‘serif extra bold’ and the ‘serif semi light’ can be used for headings, standfirsts and pull quotes.

The serif extra light should be used for long sections of body copy. For long areas of body copy below 10pt, please use the secondary font Arial.

The typeface should not be altered, expanded or condensed in any way.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**The Serif Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

The Serif Semi Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

The Serif Extra Light



# Secondary font

Wherever possible, try to use 'The Serif'. On the rare occasions when only a sans serif font will work, please use Arial.

For emails, word documents, power point etc. and all other internal templates please use the Arial font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Arial Bold**



# Any questions?

Thank you for reading these guidelines.

Digital copies of the artworks are available on request.

If you have any further questions about the use of The Bennie Group of Companies brands, please contact head office.

reception@bennie.co.uk | 01536 724001