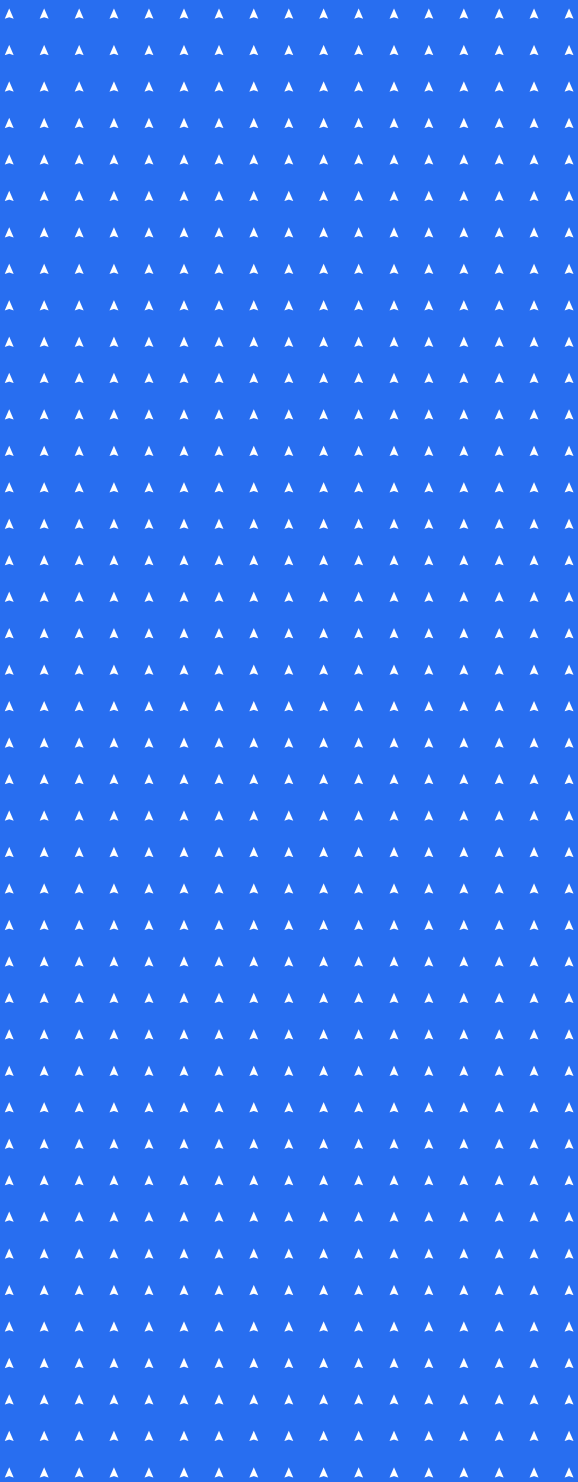


Brand guidelines



Our purpose

Our purpose is what we stand for above all else. It is our north star to guide absolutely everything we do. It allows us to navigate safely, purposefully and confidently, guiding them on their next steps and keeping them going in the right direction.

Empowering people
to work smarter and
live better.

Our logo

Our logo is used to represent direction. It can exist with and without our strapline, which is set in the 'Feather' weight of Shapiro. When our logo is shown with our strapline, we must not alter its appearance. The distance between elements must be consistent, defined by the height of the directional device placed within the letter 'O'.

NORTH

Taking you where the world is going

Directional device

Our logo has been designed as living identity, connecting, reacting and adapting to the world around it. The directional device within the letter 'O' can point in any direction, highlighting the importance of elements around it (shown on p10). When rotating the device, always treat it and the letter 'O' as a single unit, rotating both simultaneously.



Rotate the device and letter 'O' simultaneously.

Exclusion zone

We should maintain an area of clear space around our marque at all times. This area is defined by the width of our directional device (2x). This is also the minimum distance our logo should appear from the edge of the page. It should be reproduce at a minimum width of 20mm.



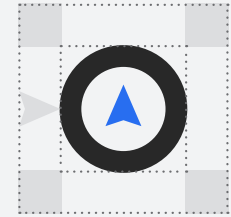
Colour ways

Our logo comes in a range of colour ways. It can appear on background colours and imagery as long as the colour has enough contrast to allow the logo to be clearly defined. Legibility should be the prime consideration when choosing which one. Single colour, reversed and mono versions of our logo are also available.



Symbol

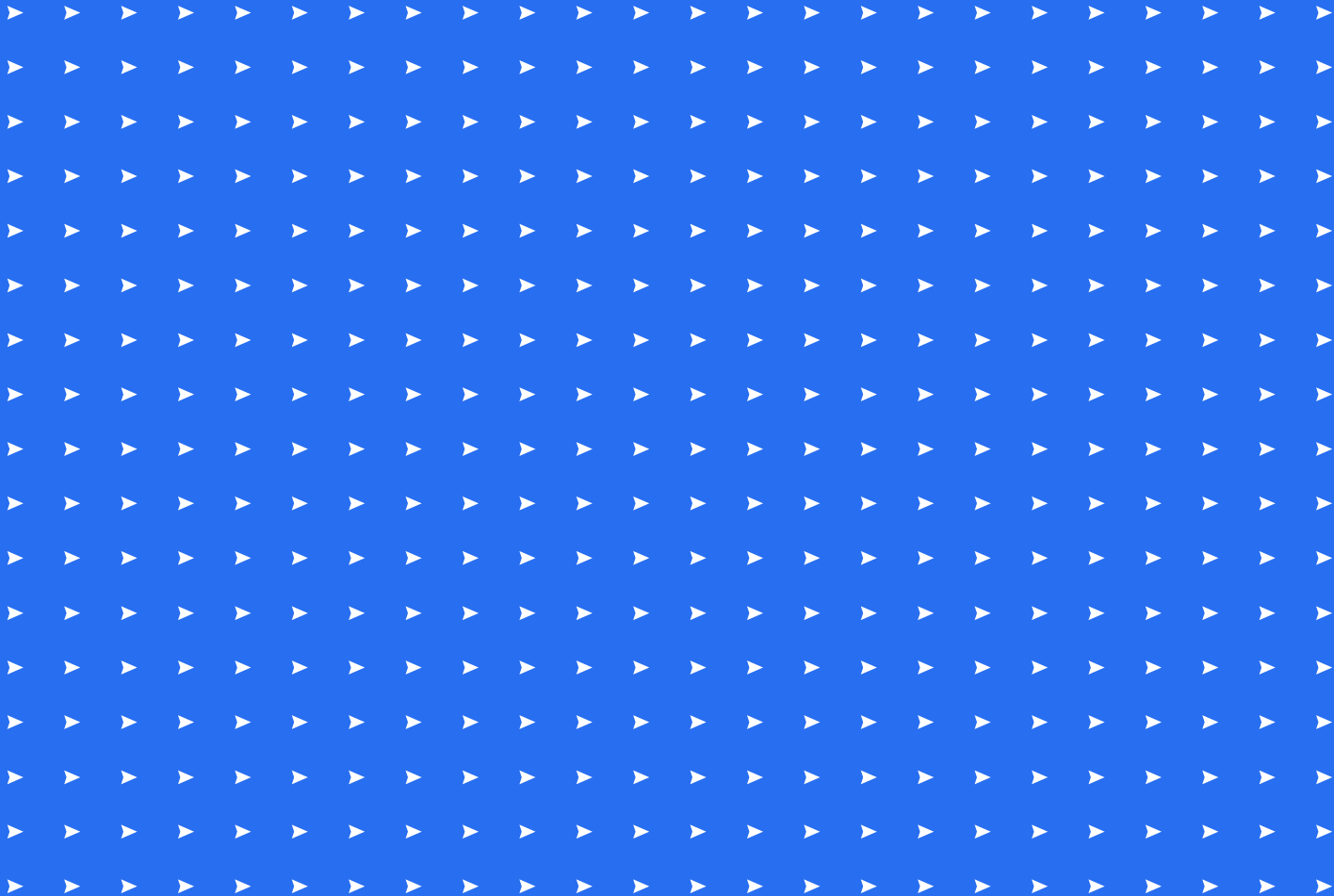
The letter 'O' and directional device is used as short-hand for the brand. We can use this whenever there is not a requirement to include the full logo, such as for digital or internal purposes. Clear space is defined by the width of our directional device and it should never appear smaller than 10mm.



Min size:
10mm

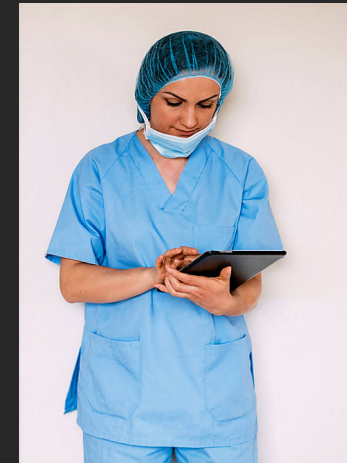
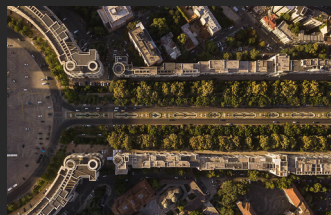
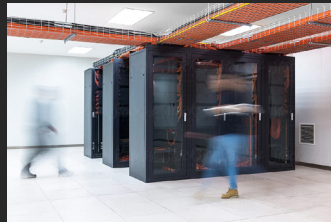
Graphic patterns

Our directional device is used to create repeated patterns. These can be used on solid colour backgrounds or photography, adding a distinctive graphic element to our brand.



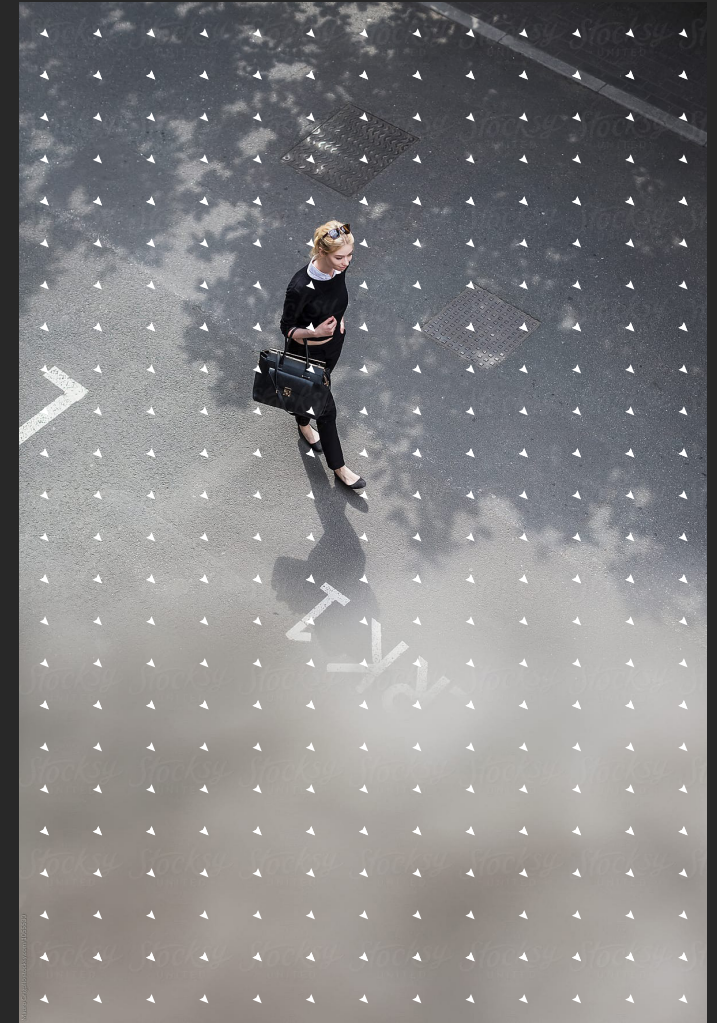
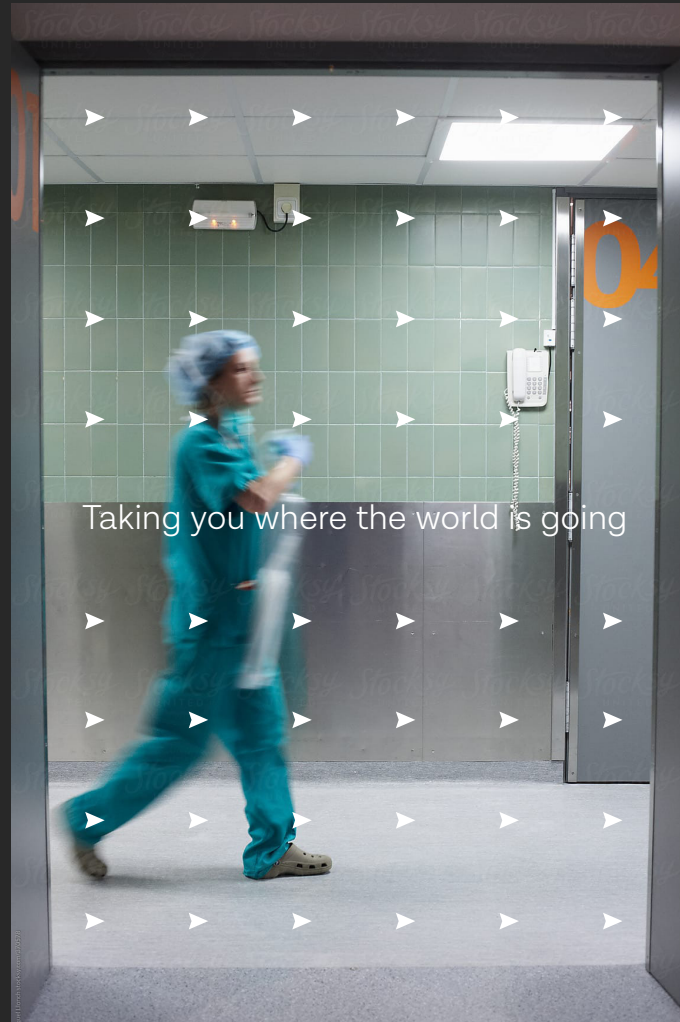
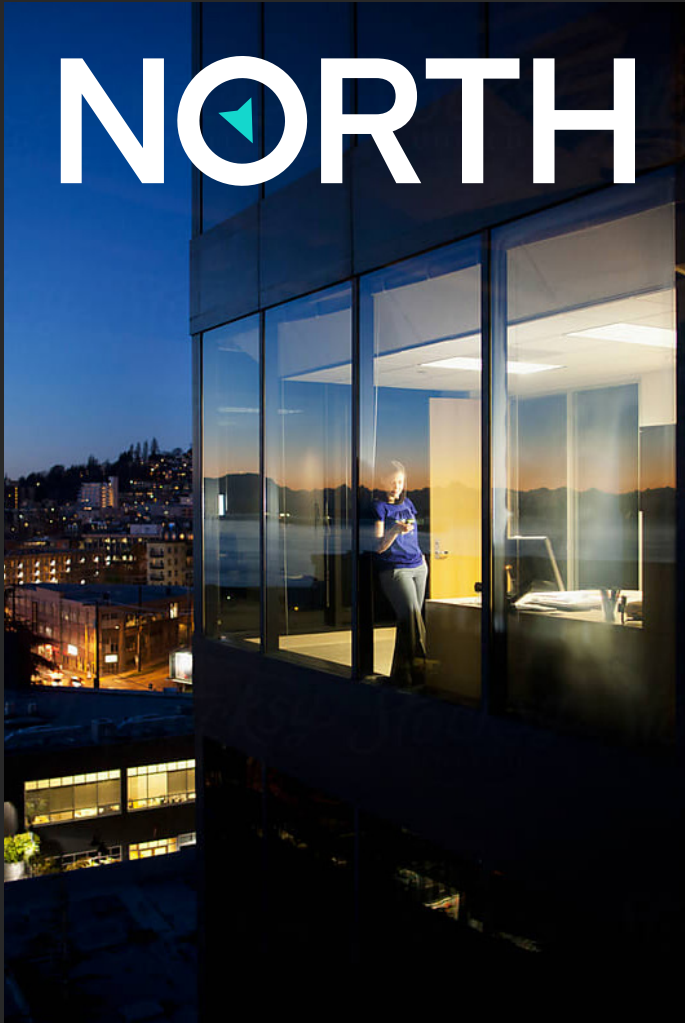
Photography

Our brand is centred around our customers and our staff, and the photography we use should reflect this. We should avoid 'tech' only imagery, and include people whenever we can. They should feel authentic and natural, and include a sense of movement and perspective within them to represent direction. Cityscapes and aerial views are also a useful way of representing the human element of the services we provide.



Photography and device

The directional device within our logo, and our directional patterns, can be used alongside imagery and film, interacting with its content. The direction of these elements should always compliment the environment they're placed in, such as pointing toward the focal point of an image, or moving in the same direction at the content within it.



Typography

Our typography contributes strongly to the look and feel of our communications, aiding brand recognition, clarity and legibility. Our brand typeface is Shapiro, and is used in four weights; Feather, Welter, Middle and Light Heavy. Shapiro performs well in print and on-screen, and should be used for all communications. When Shapiro is not available, Arial can be used as a substitute.

Shapiro

Feather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Welter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Middle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

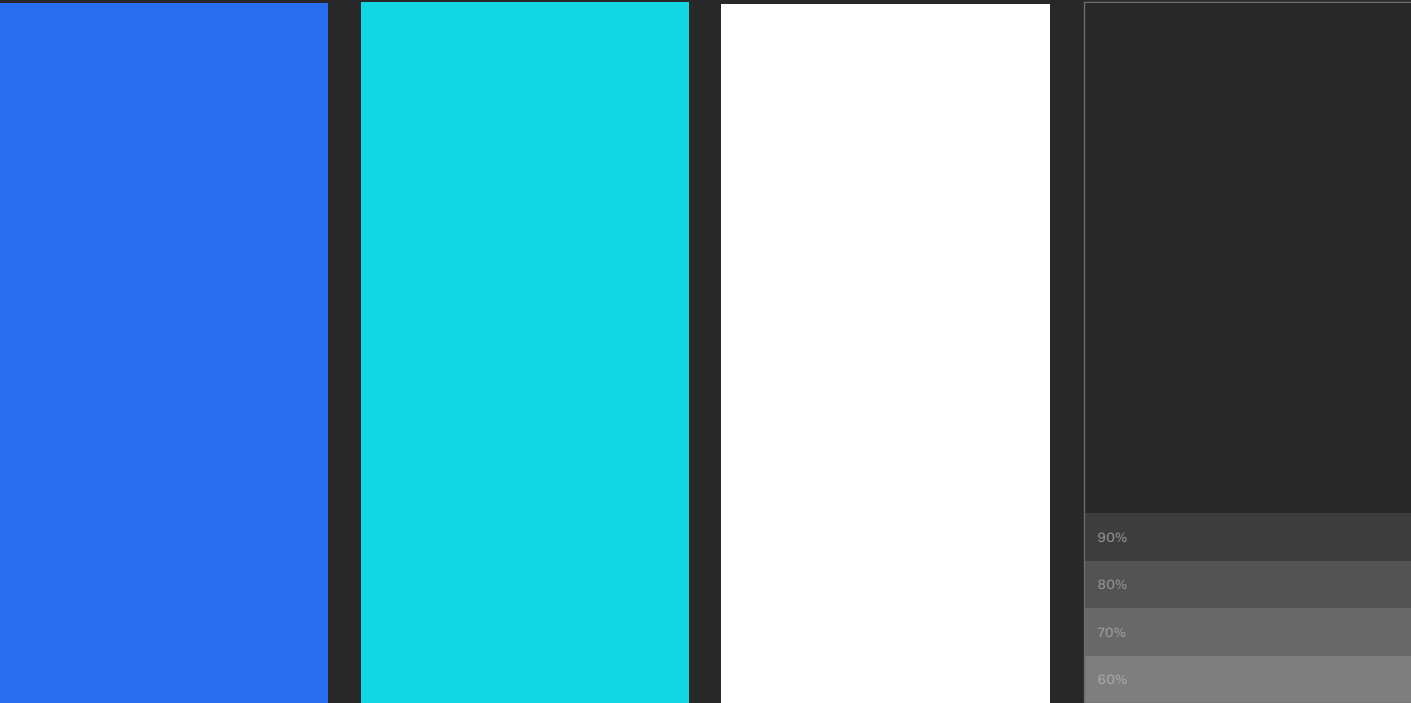
Light Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colour palette

Colour is a key element of our brand. It works as a tool to maintain a clear, recognisable identity, and helps set the tone of our communications. Our brand palette is made up of blue, turquoise, white and grey, and includes tints of 90%, 80%, 70% and 60%.

Primary



PMS 2174 C, 3005 U
CMYK 94 40 0 0
RGB 40 110 240
HEX 286EF0

PMS 3255 C, 3245 U
CMYK 60 0 30 0
RGB 20 215 230
14D7E6

PMS White
CMYK 0 0 0 0
RGB 255 255 255
FFFFFF

PMS Black 3 C
CMYK 0 0 0 95
RGB 40 40 40
282828

NORTH

Thanks

