



BRAND GUIDELINES

SEPTEMBER 2020





BRANDING IS ABOUT CREATING AND SUSTAINING TRUST; IT MEANS DELIVERING ON PROMISES. THE BEST AND MOST SUCCESSFUL BRANDS ARE COMPLETELY COHERENT. EVERY ASPECT OF WHAT THEY ARE AND WHAT THEY DO, REINFORCES EVERYTHING ELSE.

**WALLY OLINS,
FATHER OF BRAND IDENTITY**



HOW TO USE

This document has been created to coordinate the features used to implement and activate the OV brand and ensure consistency in tone of voice, creative and structure.

The objective of this book is to ensure that the information contained is applied frequently.

The book should be a constant source of challenge and it should help guide how communications are delivered.

This brand book will evolve over time as the brand evolves. Never static. Always challenging.

CONTENTS

BRAND

- 04 Brand belief
- 05 Brand purpose
- 06 Brand promise
- 07 Brand ways of working
- 08 Brand story
- 09 Brand statements
- 10 Brand personality
- 11 Brand tone of voice
- 12 Brand house

LOGO

- 13 Primary logo
- 14 Using the logo on colour
- 15 Logo clearance
- 16 Logo & brand promise lockup
- 17 Logo misuse
- 18 Dynamic brand applications
- 19 Using the dynamic brand
- 18 Dynamic brand applications
- 19 Using the dynamic brand

ADDITIONAL LOGOS

- 20 Divisional logos
- 21 Group Logo
- 22 Using group logo on colour
- 23 Sub-brand logos
- 24 Sub-brand logo options
- 25 Sub-brand logo construction
- 27 Logo usage clarity

COLOUR

- 28 Colour hierarchy
- 29 Primary colour palette
- 30 Secondary colour palette
- 31 Combing colours

TYPOGRAPHY

- 32 Typefaces
- 33 Web-safe alternativres

PHOTOGRAPHY

- 34 Photography
- 35 Image treatment
- 36 Applying the treatment
- 37 Image cropping

BRAND APPLICATION EXAMPLES

- 39 Signage
- 41 Business cards
- 43 Email signatures
- 45 Website visuals
- 47 Social media visuals





BRAND BELIEF

**WE BELIEVE IN MAKING A
DIFFERENCE, EVERY DAY**

BRAND PURPOSE

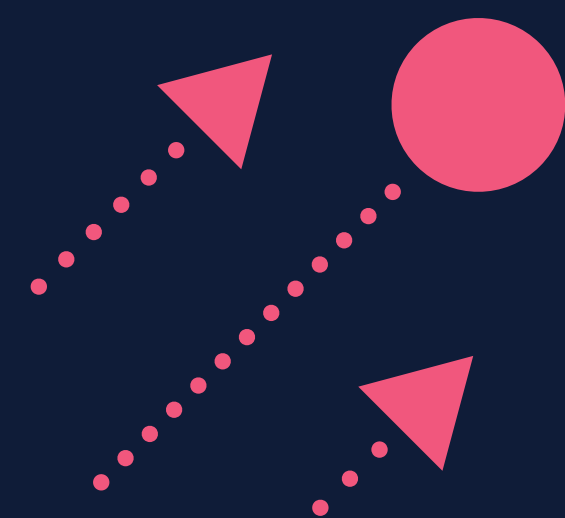
OUR PURPOSE IS TO WORK HAND IN HAND WITH OUR TEAMS & CUSTOMERS, COMBINING OUR EXPERTISE & EXPERIENCE TO SOLVE COMPLEX CHALLENGES & CREATE INSPIRING SOLUTIONS.



BRAND PROMISE

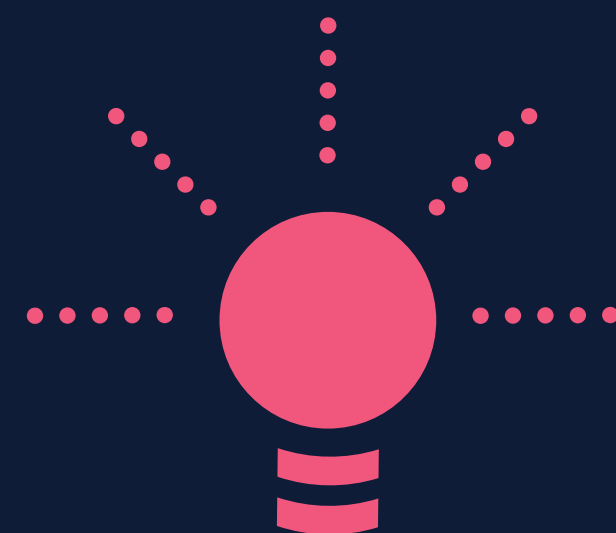
WE MAKE THE DIFFERENCE

BRAND WAYS OF WORKING



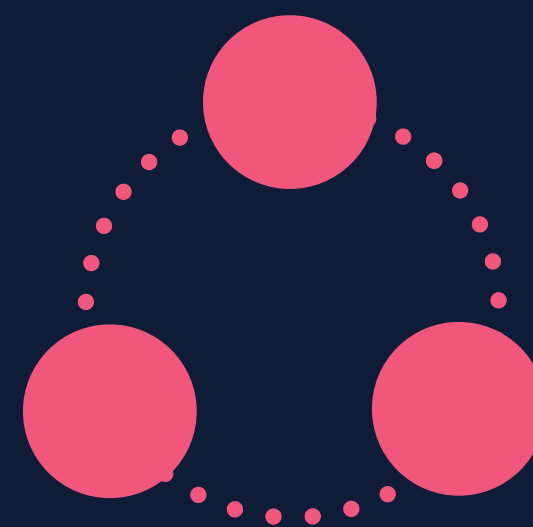
WE LEAD

We are the best at what we do and driven to deliver the best possible experiences for our people and customers every day.



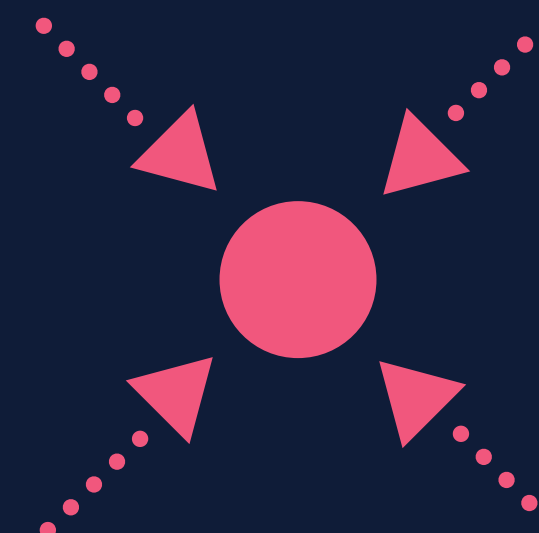
WE INNOVATE

We use our wide and in-depth expertise to create and develop industry-leading products and solutions that really deliver.



WE COLLABORATE

We understand the importance of relationships and partnerships, working hand in hand with our teams and customers.



WE SIMPLIFY

We draw upon our vast experience to strategise, solve, simplify and manage the most complex challenges.

BRAND STORY

WE BELIEVE IN MAKING A DIFFERENCE, EVERY DAY

The confectionary, ingredients and decorations industry demands specialist and technical knowledge and understanding. Our purpose is simple: work hand in hand with our teams and partners, combining our expertise and experience to solve complex challenges and create inspiring solutions.

We are incredibly proud of where we've come from and where we are going. To deliver against our purpose we draw upon our rich history and long-standing, proven experience across the group.

It's the sum of our parts and interwoven ways of working that stand us apart:

WE LEAD

We are the best at what we do and driven to deliver the best possible experiences for our people and customers every day.

WE COLLABORATE


We understand the importance of relationships and partnerships, working hand in hand with our teams and customers.

WE INNOVATE

We use our wide and in-depth expertise to create and develop industry-leading products and solutions that really deliver.

WE SIMPLIFY

We draw upon our vast experience to strategise, solve, simplify and manage the most complex challenges.



OUR WAYS OF WORKING MAKE THE DIFFERENCE.
OUR EXTENSIVE PORTFOLIO MAKES THE DIFFERENCE.
OUR PRODUCTION EXPERTISE MAKES THE DIFFERENCE.
OUR INNOVATION CAPABILITIES MAKE THE DIFFERENCE.
OUR SUPPLY CHAIN EXPERTISE MAKES THE DIFFERENCE.
OUR DEDICATED CUSTOMER SERVICE MAKES THE DIFFERENCE.
OUR PEOPLE MAKE THE DIFFERENCE.

WE MAKE THE DIFFERENCE

BRAND PERSONALITY

Our personality is borne out of our heritage, our culture and our people.

We have worked hard and pushed forward to be who and where we are today, which is reflected in all facets of our personality.

We're proud of what we have to offer.

PASSIONATE
OPEN
CREATIVE
SMART



BRAND TONE OF VOICE

Our personality comes to life through our tone of voice.

When writing copy, always consider the Brand Story as a starting point and demonstration of best practice.

OV should be written about in an inspiring, warm, bold and expert tone, avoiding corporate language that feels cold and unwelcoming.

INSPIRING
WARM
BOLD
EXPERT



BRAND HOUSE

BRAND BELIEF

WE BELIEVE IN MAKING
A DIFFERENCE, EVERY DAY

BRAND PURPOSE

OUR PURPOSE IS TO CHALLENGE THE STATUS QUO, CREATE THE MOST INNOVATIVE AND
SUSTAINABLE PACKAGING SOLUTIONS AND DELIVER EXEMPLARY SERVICE TO OUR PARTNERS

BRAND PROMISE

WE MAKE THE DIFFERENCE

BRAND VALUES

WE LISTEN

We are the best at what we do
and driven to deliver the best
possible experiences for our
people and customers every day

WE COLLABORATE

We understand the importance
of relationships and partnerships,
working hand in hand with our
teams and customers

WE CHALLENGE

We are driven to deliver the
very best products and strategic
service experiences for our
partners every day

WE SIMPLIFY

We draw upon our vast
experience to strategise, solve,
simplify and manage the most
complex challenges

BRAND PERSONALITY

PASSIONATE

OPEN

CREATIVE

SMART

BRAND TOV

INSPIRING

WARM

BOLD

EXPERT



OUR PRIMARY LOGO

This our company logo which is the most recognisable and important expression of our brand.

It has been specifically designed to be concise, memorable and flexible enough to work across a wide breadth of applications.

In order to ensure the logo is properly used and represented across all collateral, please follow the guidelines on the following pages.



USING THE LOGO ON COLOUR

When using the logo, it is important that the correct version is used according to the type of background.

Please adhere to these rules to make sure that logo stays legible across all applications.



Pink can be used out of navy.

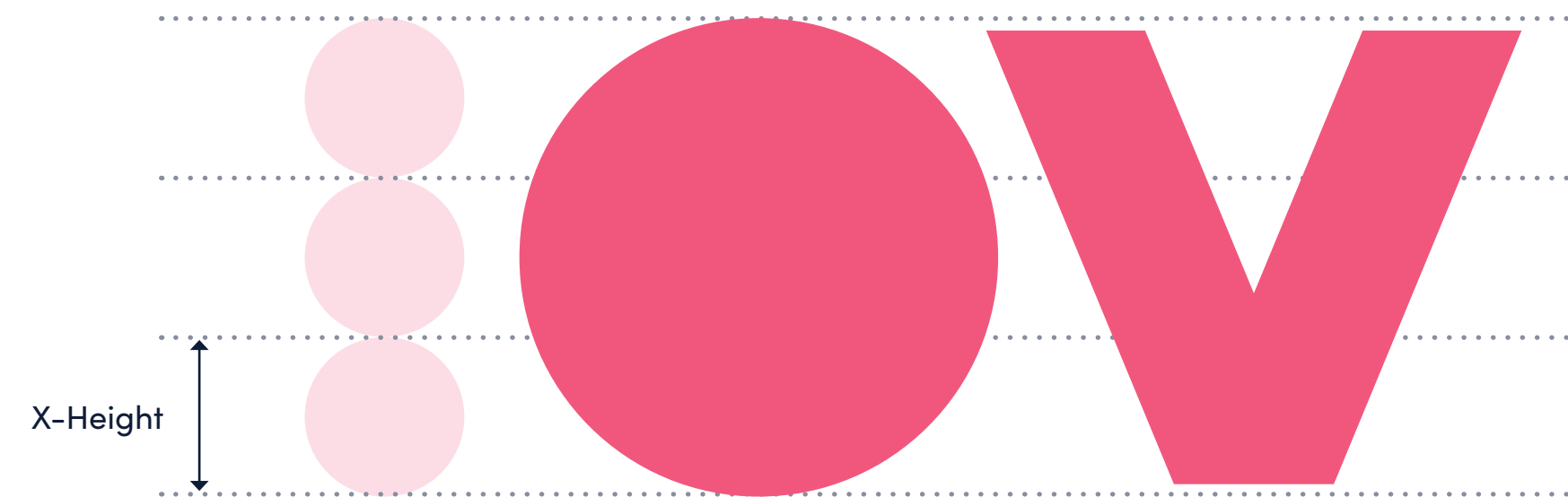
Cream can be used out of pink.

Pink can be used out of cream.

LOGO CLEARANCE

When applying the logo to any piece of collateral, it is important to give it the correct amount of clearance space.

The exclusion zone should be equivalent to a third of the height of the 'O'. This will ensure that the marque has enough room to breathe allowing for maximum stand-out and readability.



LOGO & BRAND PROMISE LOCKUP

In certain situations, the logo will need to appear alongside the brand promise. The two assets must be locked-up in a way that gives the right amount of prominence to each element.

This can be achieved by making sure the brand promise runs across two lines, is the same height as the 'V' and has the appropriate sized between them.



LOGO MISUSE

When using the logo, it is important to maintain it's visual integrity so that it remains consistant and recognisable. Tampering with and misusing the approved logos diminishes the brand and makes it look unprofessional.

Please keep these rules in mind whenever the logo is used.



Do not stretch the logo



Do not run the logo horizontally or diagonally



Do not move or resize any parts of the logo



Do not change the logo to a colour outside of the specified brand colours



Do not outline the logo



Do alter the opacity the logo



DYNAMIC BRAND APPLICATIONS

The OV identity has been designed to be simple and iconic. This allows for dynamic elements to be added to the logo to reflect new product launches, seasonal changes and cultural changes, whilst always remaining recognisable as the OV brand marque.

The 'O' of 'OV' can be swapped out for any relevant circle shape to represent an 'O', however the 'V' must remain untouched and in tact.

These dynamic expressions and applications are secondary to the primary logo and can be used on presentations, website, social media, email signature, internal decoration, etc.

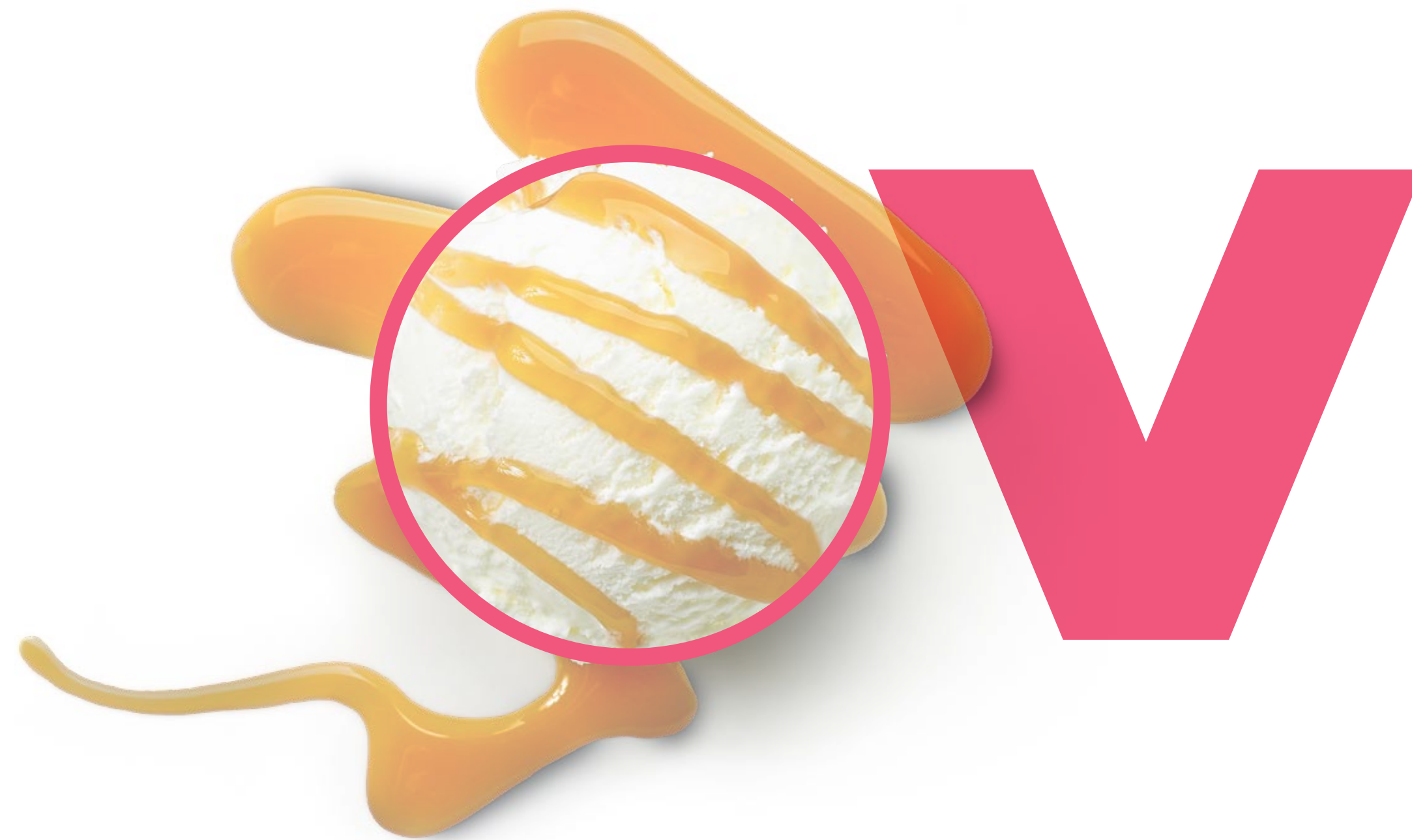


USING THE DYNAMIC BRAND

When it comes to applying the dynamic branding, there are a few things that need to be considered:

- The item being used alongside the 'V' must be, or contain, a clear circle shape
- When applying the element, the size of the circle must match the size of the 'O' that it's replacing
- The added element can overlap the 'V', but this should only be done in a way that doesn't obscure the letter in a way that makes it unrecognisable

Following these rules will help to create consistency between the applications and keep the brand easily recognisable.



DIVISIONAL LOGOS

Divisional logos are to used when we are presenting our differing divisions, services and offerings.

Each divisional colour has been carefully selected to best reflect the products and services of that division.



GROUP LOGO

The OV Group logo is secondary to the OV logo and used in the following circumstances:

1. Linking one (or more) of the Group's sites back to the total Group
2. Talking about all sites within the Group



USING GROUP LOGO ON COLOUR

When using the OV Group identity ensure that the correct version is used depending on the background it is being applied to. This will ensure that the logo has maximum legibility and stand-out.

Please see **page 14** for guidance on colour application.



SUB-BRAND LOGOS

To be respectful to the equity that exists in our different sites, we use the original name of the business, but treat it in a consistent manner to bring greater unity across the brand.

The sub-brand names can only be used when linked to the OV Group logo and with equal balance and presence.

These sub-brand logos can be used on site entrance signage, reception signage , the front page of company/sales presentation and on product packaging only. However, everything else should then use the primary OV brand and logo.

.....

In the event that we acquire a new site that carries greater brand equity than OV, we will consider using this sub-brand system as that sites core logo, rather than using OV as the primary brand and logo.

CANDECO



COUNTY'S





CONFECTION
BY DESIGN



SUB-BRAND LOGO OPTIONS

The sub-brand logo can be used in either a horizontal or stacked format. This will allow for more flexibility in terms of how the logo can be applied.

Please follow the instructions on the following 2 pages to learn how to properly construct an OV Group sub-brand identity.

	HORIZONTAL	STACKED
CANDECO	<div>CANDECO </div>	<div>CANDECO</div> <div></div>
COUNTY'S	<div>COUNTY'S </div>	<div>COUNTY'S</div> <div></div>
CONFECTION BY DESIGN	<div>CONFECTION BY DESIGN </div>	<div>CONFECTION BY DESIGN</div> <div></div>

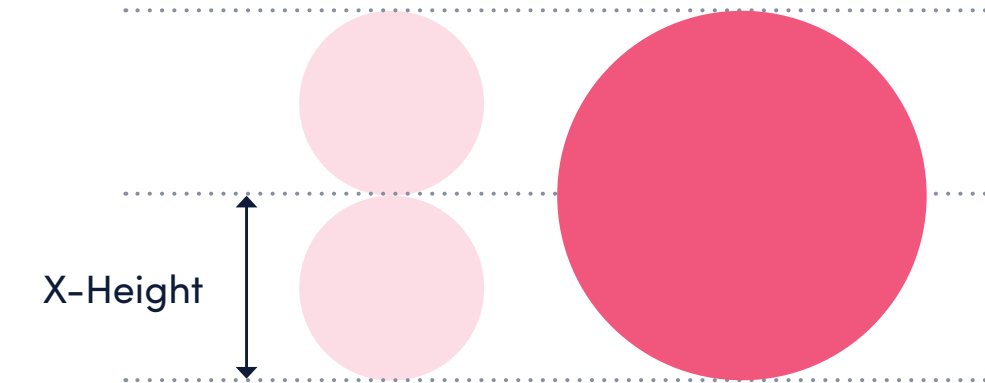


SUB-BRAND LOGO CONSTRUCTION

HORIZONTAL

The sub-brand logos have been carefully constructed to ensure that the sub-brand name and OV group identity have an equal weighting and balance within the lock-up.

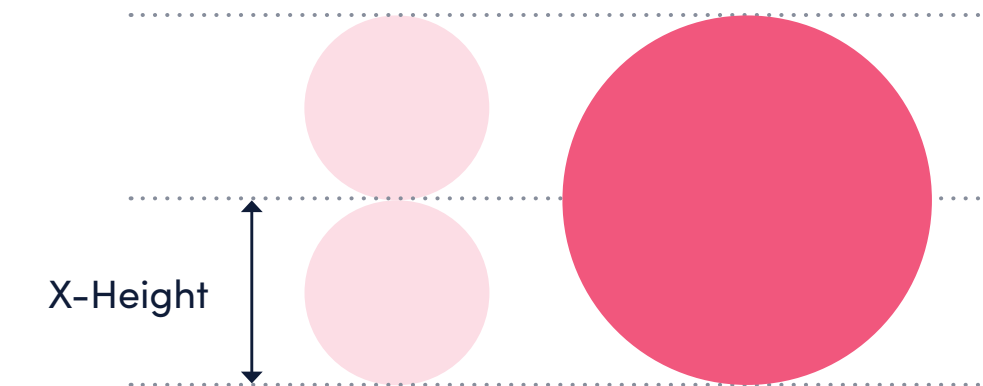
It is important that the height of both the sub-brand name and the OV Group identity are the same and that adequate spacing is given to each element. The clearance space should be equal to half of the 'O'.



SUB-BRAND LOGO CONSTRUCTION

STACKED

For the stacked versions of the sub-brand logo, the same rules apply in that the sub-brand and OV Group identity needs to be the same height, equally balanced and the spacing should be equal to 50% of the 'O' height.



LOGO USAGE CLARITY

PRIMARY IDENTITY



All internal and external instances, with the exceptions detailed on this page

OV GROUP IDENTITY



When linking one (or more) of the Group's sites back to the total Group or talking about all sites within the Group

SUB-BRAND & OV GROUP IDENTITY

CANDECO



Exterior and reception site signage, the first slide of customer presentation as appropriate and/or product packaging



COLOUR HIERACHY

Our colour palette consists of 3 primary colours and 4 secondary colours.

The primary palette is to be used more frequently than the secondary which will help to keep all brand communications consistent and recognisable.



PRIMARY COLOUR PALETTE

The primary colours consist of 3 colours, a pink, a blue and a cream, as well as their respective tints.

The tints are to be used as secondary support within inner pages of websites and brochures. To maintain a consistent first impression, communications such as front covers and landing pages should only use the core colours provided.

CORE COLOUR

OV PINK PMS: 709 C CMYK: 0 78 28 0 RGB: 235 88 126 HEX: #EB577D
OV BLUE PMS: 4146 C CMYK: 100 89 46 57 RGB: 23 30 55 HEX: #171E37
OV CREAM PMS: 7499 C CMYK: 1 6 37 0 RGB: 255 237 181 HEX: #FFEDB5

TINT COLOURS

OV PINK - 80% CMYK: 0 65 19 0 RGB: 239 122 152 HEX: #EF7A98	OV PINK - 60% CMYK: 0 52 13 0 RGB: 242 152 177 HEX: #F299B1	OV PINK - 40% CMYK: 0 36 9 0 RGB: 246 188 203 HEX: #F6BCCB
OV BLUE - 80% CMYK: 79 64 39 32 RGB: 63 73 97 HEX: #3F4961	OV BLUE - 60% CMYK: 59 45 32 16 RGB: 111 119 136 HEX: #6F7788	OV BLUE - 40% CMYK: 41 30 23 5 RGB: 160 164 176 HEX: #A0A4B0
OV CREAM - 80% CMYK: 1 5 30 0 RGB: 255 240 196 HEX: #FFF0C4	OV CREAM - 60% CMYK: 0 4 23 0 RGB: 255 244 211 HEX: #FFF4D3	OV CREAM - 40% CMYK: 0 2 15 0 RGB: 255 249 227 HEX: #FFF9E3



SECONDARY COLOUR PALETTE

Our secondary colour palette comprises of four colours, along with their respective tints. Combining these with the primary palette will give you a broad range of colours to choose from.

When creating a larger document such as a brochure or a variety of web pages and presentation slides, the secondary colour palette can be used to break up copy or draw attention to important content.

<div>OV PURPLE</div> <div>PMS: 7678 C</div> <div>CMYK: 73 83 9 1</div> <div>RGB: 102 66 138</div> <div>HEX: #66428A</div>	<div>OV PURPLE - 80%</div> <div>CMYK: 57 63 10 0</div> <div>RGB: 133 105 161</div> <div>HEX: #8569A1</div>	<div>OV PURPLE - 60%</div> <div>CMYK: 42 46 7 0</div> <div>RGB: 163 143 186</div> <div>HEX: #A38FBA</div>	<div>OV PURPLE - 40%</div> <div>CMYK: 28 31 7 0</div> <div>RGB: 194 181 209</div> <div>HEX: #C2B5D1</div>
<div>OV GREEN</div> <div>PMS: 2412 C</div> <div>CMYK: 65 0 53 0</div> <div>RGB: 69 204 153</div> <div>HEX: #45CC99</div>	<div>OV GREEN - 80%</div> <div>CMYK: 56 0 43 0</div> <div>RGB: 107 214 173</div> <div>HEX: #6BD6AD</div>	<div>OV GREEN - 60%</div> <div>CMYK: 46 0 34 0</div> <div>RGB: 143 224 194</div> <div>HEX: #8FE0C2</div>	<div>OV GREEN - 40%</div> <div>CMYK: 33 0 24 0</div> <div>RGB: 181 235 214</div> <div>HEX: #B5EBD6</div>
<div>OV YELLOW</div> <div>PMS: 1225 C</div> <div>CMYK: 0 22 76 0</div> <div>RGB: 255 204 79</div> <div>HEX: #FFCC4F</div>	<div>OV YELLOW - 80%</div> <div>CMYK: 0 17 63 0</div> <div>RGB: 255 215 116</div> <div>HEX: #FFD774</div>	<div>OV YELLOW - 60%</div> <div>CMYK: 0 13 50 0</div> <div>RGB: 255 224 148</div> <div>HEX: #FFE094</div>	<div>OV YELLOW - 40%</div> <div>CMYK: 0 8 34 0</div> <div>RGB: 255 235 186</div> <div>HEX: #FFEBBA</div>
<div>OV BLUE</div> <div>PMS: 636 C</div> <div>CMYK: 49 2 10 0</div> <div>RGB: 135 204 227</div> <div>HEX: #87CCE3</div>	<div>OV BLUE - 80%</div> <div>CMYK: 42 1 9 0</div> <div>RGB: 158 214 232</div> <div>HEX: #9ED6E8</div>	<div>OV BLUE - 60%</div> <div>CMYK: 32 0 7 0</div> <div>RGB: 184 224 237</div> <div>HEX: #B8E0ED</div>	<div>OV BLUE - 40%</div> <div>CMYK: 22 0 4 0</div> <div>RGB: 207 235 245</div> <div>HEX: #CFEBF5</div>



COMBINING COLOURS

The secondary colour palette has been carefully considered so that each colour pairs with OV Pink. This allows for brand elements to remain legible when using the secondary colours.

When applying the palette it's important to not combine too many colours on a single application as it could start to detract from the overall look and feel.



TYPOGRAPHY

The typography has been carefully considered to work alongside and complement the OV brand.

Please follow the rules set out on this page to ensure that the correct fonts are used in the correct situations.

BEBAS NEUE PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This typeface should be used for larger type such as headings or subtitles. It should also only be used in uppercase.

SOFIA PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

These typefaces should be used for body copy. They can be used in either uppercase or lowercase.

SOFIA PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WEB-SAFE ALTERNATIVE

Where possible, the core brand fonts outlined on page 32 should be used.

However when this is not possible, for instance working in PowerPoint, Word, Excel or email design, these alternatives can be used as a replacement.

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This typeface should be used for larger type such as headings or subtitles. It should also only be used in uppercase.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

These typefaces should be used for body copy. They can be used in either uppercase or lowercase.

PHOTOGRAPHY

Through our photography we can instantly convey our brand values and personality. All images should be natural and positive.

The following subjects can be depicted in our imagery:

- Vibrant and varied applications of our product range
- Team members interacting showing problem solving or collaboration
- Team members at work conveying an element of skill and craft
- Candid shots of production processes to show innovation



IMAGE TREATMENT

To give to greater stand-out and consistency to our images, an effect called 'duotone' is applied to them. This effects essentially takes all of the colours in the images and distills it down to 2 shades.

This darker parts of the image should always be the core OV navy, where as the lighter part can be any other core colour from our palette.

The next page outlines how to achieve this effect.



APPLYING THE TREATMENT

Please follow the steps outlining how to achieve the duotone effect referenced on the previous page:

1. Import the image into Photoshop
2. In the menu panel on the left, make sure that the foreground colour is set to OV Blue whilst the background colour is OV Pink. The colour selection panel should look the same as the example above (fig 1).
3. From the menus, select:
Image > Adjustment > Gradient Map
4. This should open up a window which displaying a gradient. You will see the effect has already been applied to the image. If you are happy with how it looks simply click 'OK'. If you'd like to tweak the balance of the colours, click on the gradient which will then enable you to move the colour sliders which will make the image darker or lighter.

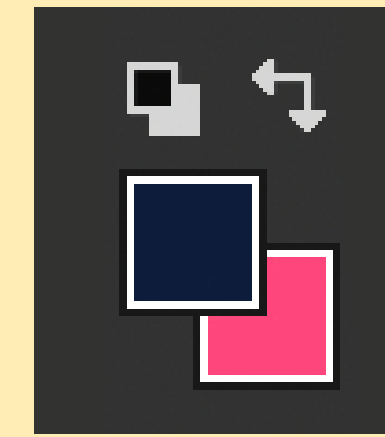


FIG 1.

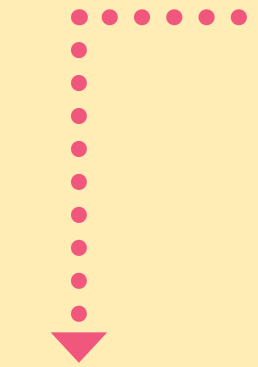
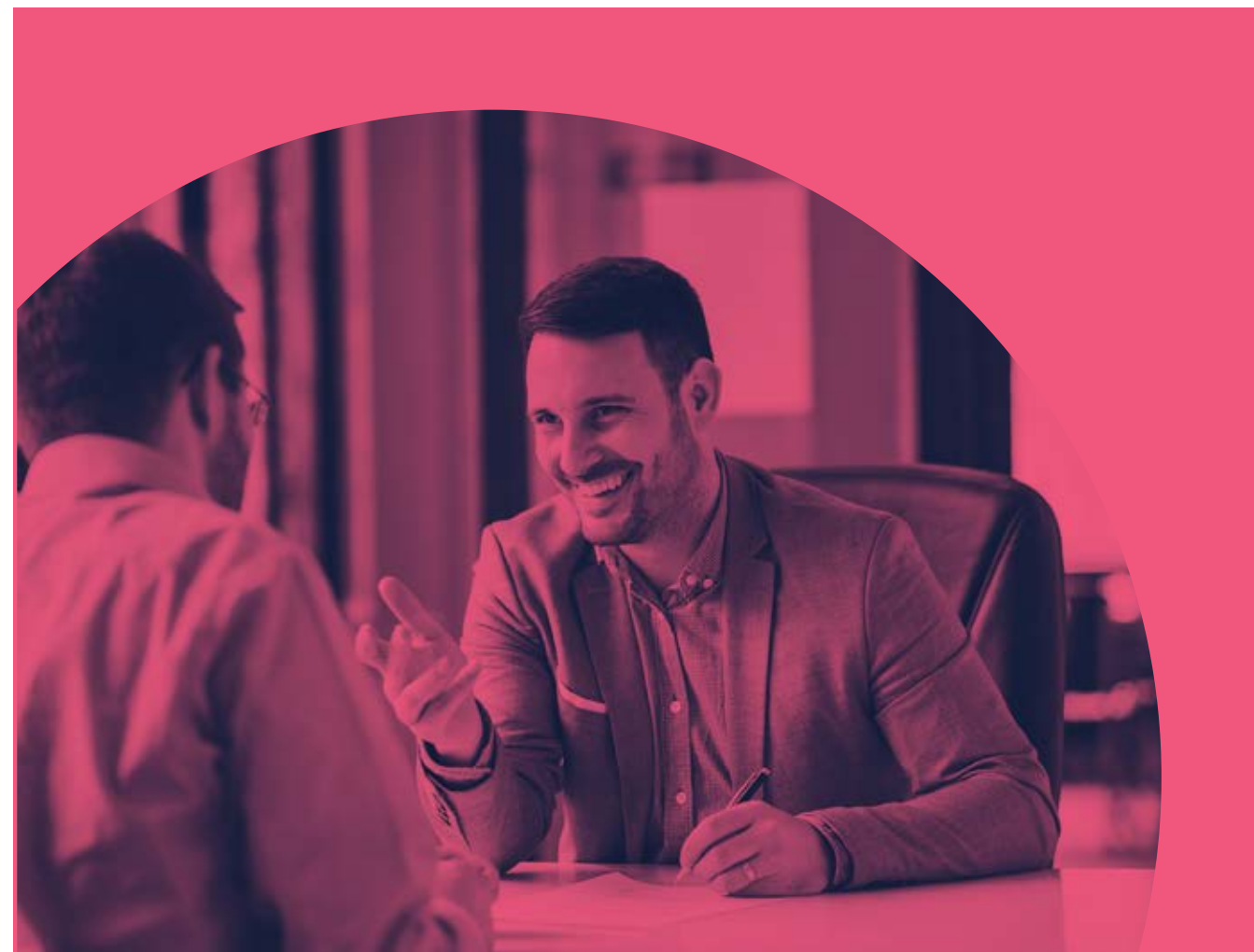


IMAGE CROPPING

When using imagery, where possible it should be used with a circular crop. This will help it to feel cohesive with the rest of the branding elements.

There's a few things to consider when cropping images:


- Ensure that the main focus of the images is clearly in frame and not obscured in any way
- The circular edge of the image should be clearly visible and not bleed into the background colour



BRAND APPLICATION EXAMPLES


On the following pages are some examples of how the branding can be used across a range of printed and digital applications.



COUNTY'S |  GROUP

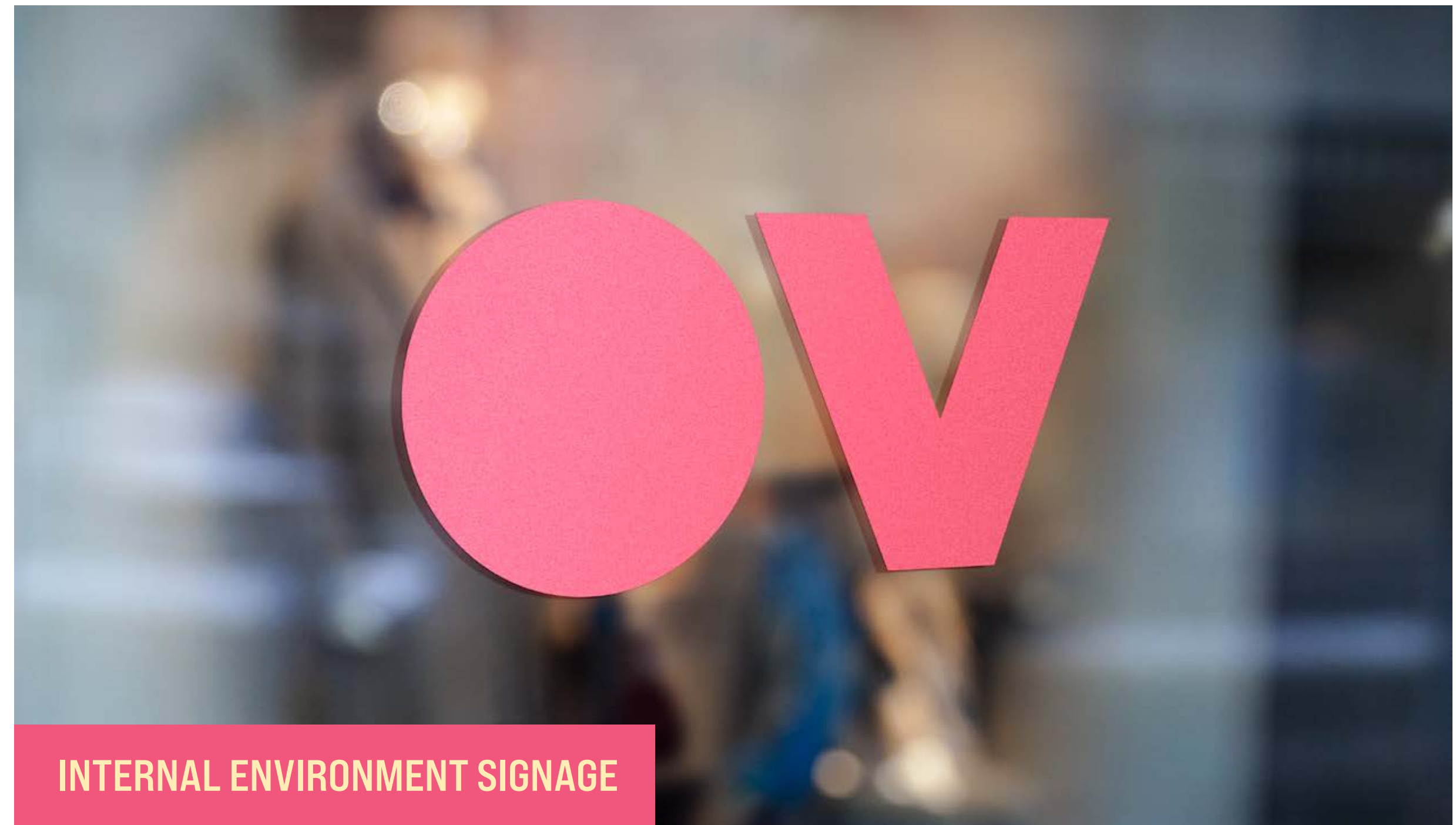
PRODUCTION SITE SIGNAGE

CONFECTION
BY DESIGN |  GROUP

CANDECO |  GROUP



PRODUCTION SITE SIGNAGE



INTERNAL ENVIRONMENT SIGNAGE



WORKWEAR



BUSINESS CARD – PRIMARY BRAND EXPRESSION



BUSINESS CARD – DYNAMIC BRAND EXPRESSION

etusamu saperi voluptioriae nonectusdae nissumquae nosam, commoluptam ex es
estiste quo conserunte dolupta turempe rem.

Um dit voluptat que consedi dolor modia iminci omnihitatet exerchic torepudi que
volupta enimodias dit id quo to eaquunt eatet quiae auditat dero dolupta sum fugit re
quam, sed magnimus

Kind regards,

Louise Liddiard
Marketing Manager



E: Louise.Liddiard@ovgrp.com
T: +44 01584 707034
M: +44 7538 822880
ovgrp.com

4 Lower Teme Business Park,
Burford, Tenbury Wells,
WR15 8SZ,
United Kingdom



CANDECO | CONFECTION
BY DESIGN | COUNTY'S

etusamu saperi voluptioriae nonectusdae nissumquae nosam, commoluptam ex es
estiste quo conserunte dolupta turempe rem.

Um dit voluptat que consedi dolor modia iminci omnihitatet exerchic torepudi que
volupta enimodias dit id quo to eaquunt eatet quiae auditat dero dolupta sum fugit re
quam, sed magnimus

Kind regards,

Linus Larsson
Key Account Manager



E: Louise.Liddiard@ovgrp.com
T: +44 01584 707034
M: +44 7538 822880
ovgrp.com

4 Lower Teme Business Park,
Burford, Tenbury Wells,
WR15 8SZ,
United Kingdom





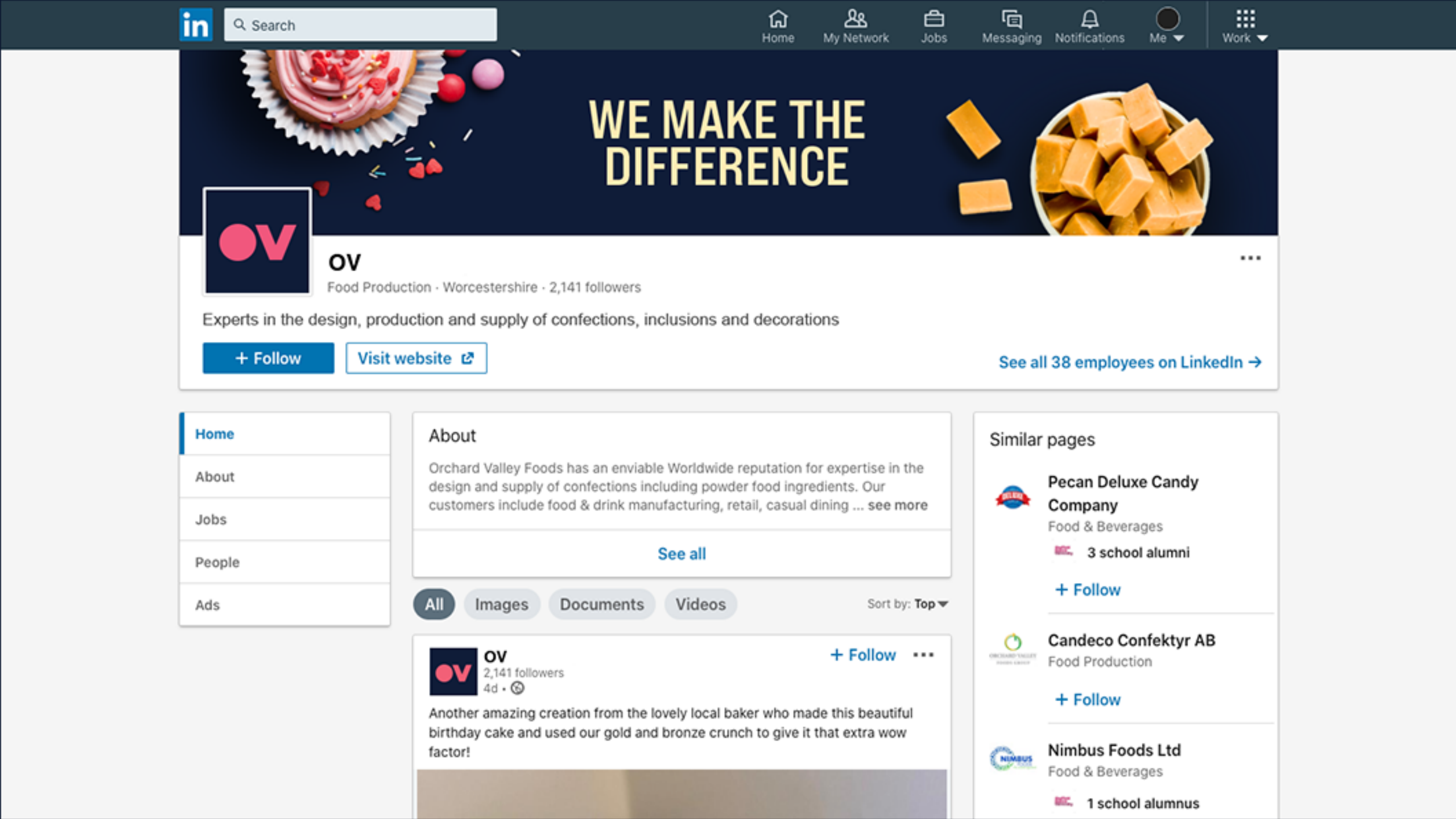
[PRODUCTS](#) [BRANDS](#) [BE INSPIRED](#) [NEWS](#) [INGREDIENTS](#) [CONTACT US](#)

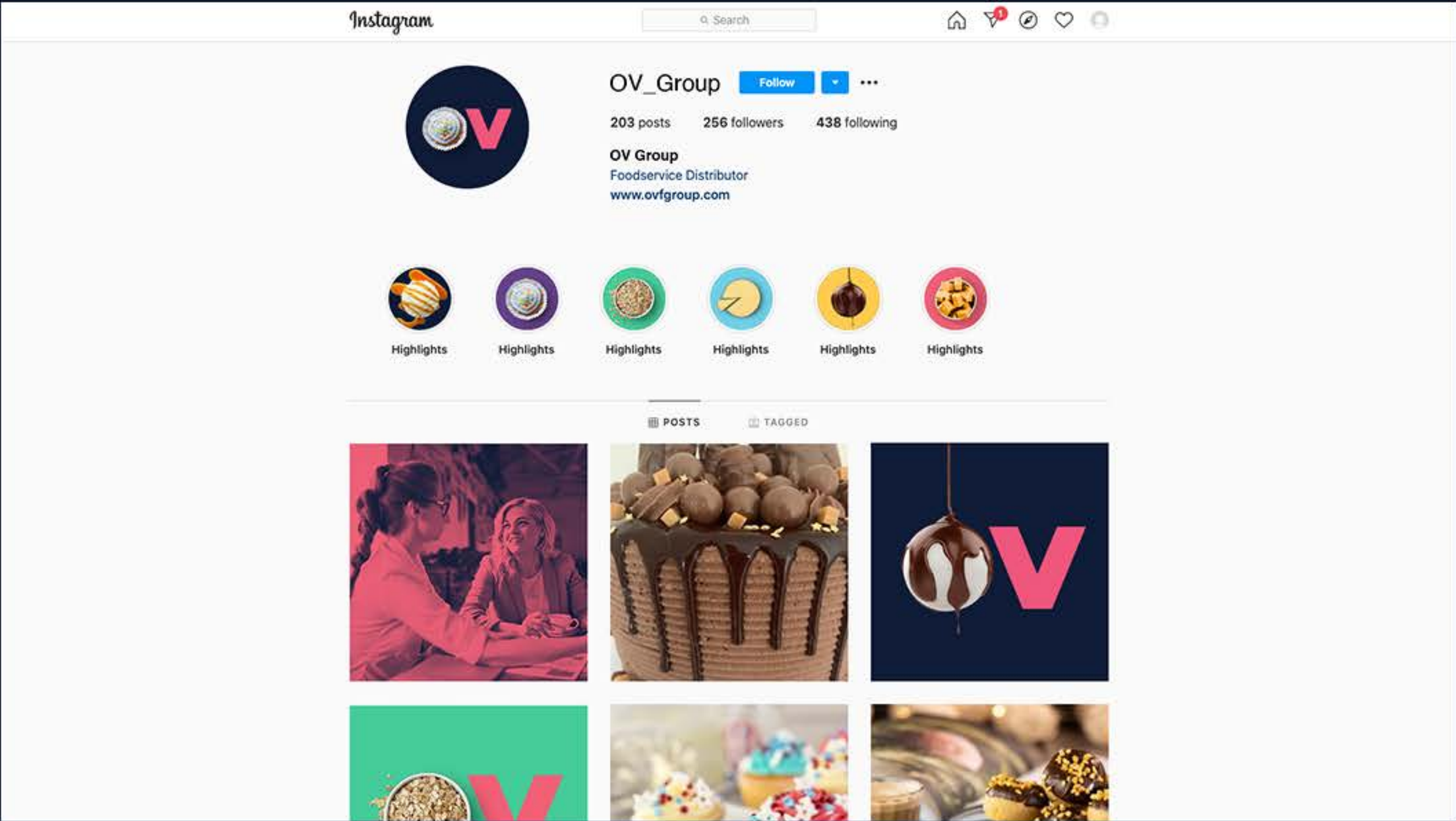


[DIVISIONS](#) ▼









OMNE

This brand was created by OMNE Agency
For further information please contact:

E: hello@OMNE.agency

T: +44 (0)1525 840 830

W: OMNE.agency

