Balfour Beatty Homes
Brand Guidelines

VERSION 4 JUNE 2019

Balfour Beatty
HOMES

BRAND LOGO

Balfour Beatty
HOMES

Balfour Beatty
HOMES

Balfour Beatty
HOMES
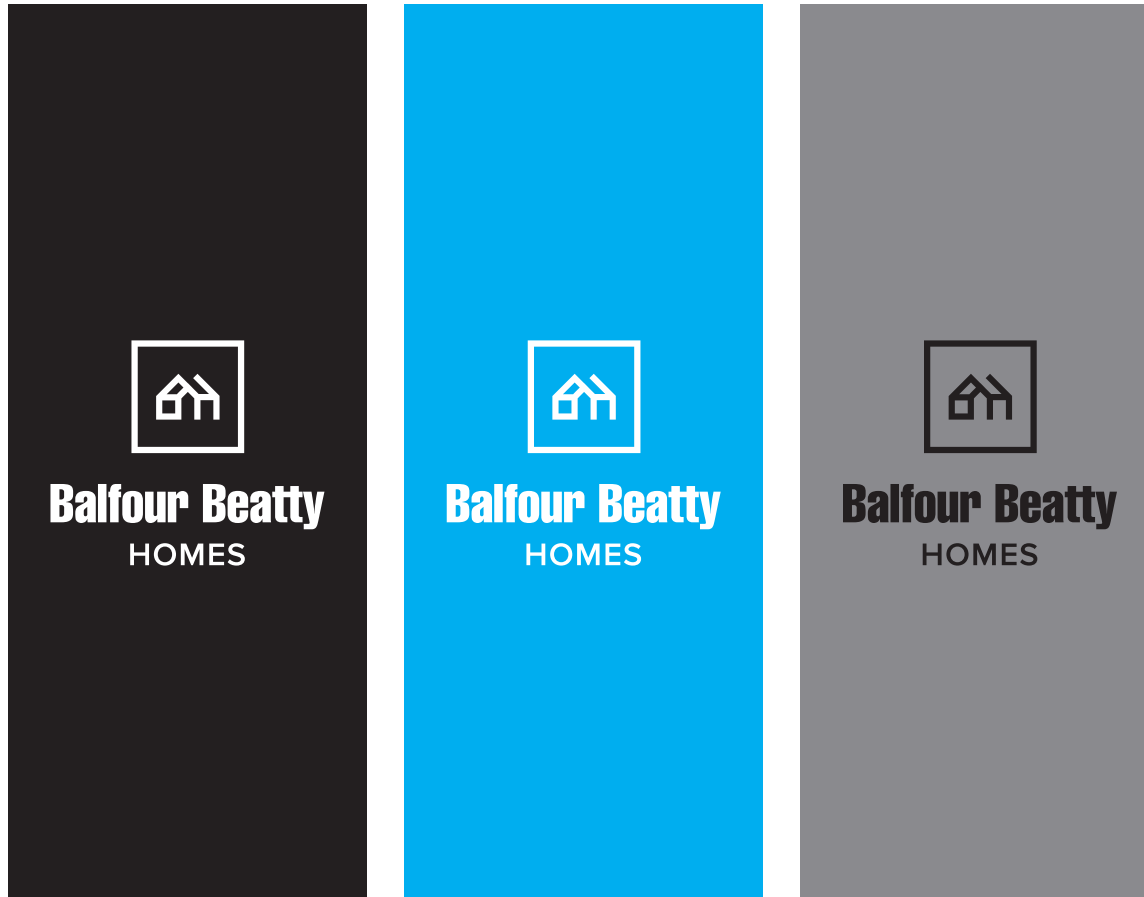
Main brand logo

The Balfour Beatty Homes logo, as illustrated opposite, should only be reproduced from the master artwork files available from **360 here**.

To maintain the visual integrity of the logo, it should never be re-drawn, re-proportioned, altered in any way, linked or combined with any other symbol, text or lettering. It should not appear in text or as an integral part of a headline.

Do not use a font to create any logo, use the master artwork files.

BRAND LOGO

Minimum clear space

All logos need space around them so that they can be seen clearly and boldly. They should never be crowded by, or linked to, other typographic or graphic elements as this will reduce legibility and impact.

The amount of clear space required around the logo is determined by the height of the letter 'B' in Balfour Beatty.

BRAND LOGO

Black logo

Balfour Beatty
HOMES

Balfour Beatty
HOMES

White logo

Balfour Beatty
HOMES

Balfour Beatty
HOMES

Brand logo versions

To create consistency, our logo must only be reproduced in the versions shown opposite. It should always be reproduced from master artwork files available from **360 here**.

No other colours of logo should be created.

BRAND LOGO

23 — Balfour Beatty HOMES	*Minimum size.* *For use on A5 literature.*
30 — Balfour Beatty HOMES	*For use on A4 literature.*
40 — Balfour Beatty HOMES	*For use on A3 literature.*
60 — Balfour Beatty HOMES	*For use on large formats.*

Brand logo sizes

The dimensions defined for the use of the Balfour Beatty Homes logo in communication media are mandatory.

Only one size is permitted for each format.

Certain small applications (e.g. promotional items) will require a logo height less than 20mm. In such cases the minimum size of the logo may be reduced, please contact Marketing Communications. Alternatively please refer to 'Logo Brand size exceptions' on the next page.

Some applications such as large posters, signs and exhibition stands will require the logo to be reproduced at a larger size. For sizes above 60mm logo height, sizes should increase proportionally in increments of 10mm.

To help you apply the logo correctly, master logos for sizes used most often are available from **360 here**.

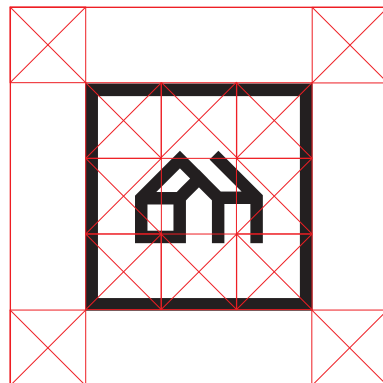# BRAND LOGO

Brand logo size exceptions

On vary rare occasions, due to space restrictions, such as merchandise or clothing, you may find that the logo cannot be used in its normal configuration at its minimum size. On these occasions it is acceptable to use the logo house square only.

It is important to note that the square should only be used when it is not appropriate to use the main brand logo.

The minimum reproduction size is 7mm high.

Permission from Marketing Communications should always be sought, prior to using the square only logo.

Minimum reproduction size: 7mm

Minimum clear space:
X = a third of the height of the square

BRAND LOGO

Balfour Beatty Homes

Always ensure that approved digital master artwork is used.

Balfour Beatty
HOMES
Sandford Place

Always ensure that no other descriptions or titles are added to the logo.

Balfour Beatty
HOMES

Always reproduce the logo from approved digital master artwork which has not been distorted.

Balfour Beatty
HOMES

Always use the logo on a background which does not interfere with its legibility.

Balfour Beatty
HOMES

Balfour Beatty
HOMES

Always reproduce the logo on a background with sufficient contrast.

Balfour Beatty
HOMES

Always ensure that the logo is reproduced at a legible size.

Balfour Beatty
HOMES

Balfour Beatty
HOMES

Always reproduce the logo from approved digital master artwork that has not been modified.

Balfour Beatty
HOMES

Ensure the logo is only produced in the approved colours.

Brand logo misuse

The successful implementation and development of our identity depends on being consistent and on creating the right impression through the high standards of our communications.

Here you can see common examples of misuse which should be avoided.

TYPEFACES

Primary typeface

Univers Bold *or*
Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers Roman *or*
Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Univers 45 Light *or*
Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

We have selected a family of typefaces for use in all our communications. This will give a uniform character to all materials we produce.

Primary typeface

Use Univers in all corporate literature and professionally produced marketing materials.

Secondary typeface

Occasionally the primary typeface won't be available, for instance in editable Word or PowerPoint documents, in these cases the system font Arial is a valid alternative.

Secondary typeface

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

COLOUR PALETTE

Black
Pantone Process Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
#000000
RAL: 9005

Balfour Beatty Homes Blue
Pantone Process Cyan
CMYK: 100, 0, 0, 0
RGB: 0, 159, 223
#009fdf
RAL: 5012

Balfour Beatty Homes Grey
Pantone Cool Grey 8
CMYK: 0, 0, 0, 60
RGB: 136, 139, 141
#888b8d
RAL: 7045

Our corporate colours are an integral component in our identity system.

Colour signifies aspects of our character and values. It does so directly and at a distance.

To support consistency, accurate reproduction of all of our colour palette is essential. All colours should be matched to the colour Pantone®, CMYK, RGB, Hex or RAL references opposite. Colour will vary in shade and density depending on the colour model and surface of the material to which it is applied.

Previously produced materials should never be used as colour references.

PHOTOGRAPHY STYLE

PHOTOGRAPHY STYLE

We use photography to showcase the great homes we build. It is important that every photo shows off the properties at their best and the locations of our developments in the best possible light.

All Balfour Beatty Homes' photography should be used in full colour and printed as large as possible. Photos should have clean and tidy backgrounds as well as foregrounds.

Our homes

The houses should be immaculate, well lit and always shot from the best possible angles. Sometimes, CGI graphics may provide the best option to show off houses that are yet to be constructed. The addition of a few people, cars, blue skies and green foliage all combine to create a pleasant and lived-in environment.

The locations

Our photography is focused on the homes we build and the comfortable environments our customers will live in. Shots that feature the built environment should concentrate on big, dramatic shapes – whether a long shot or a detailed close-up. Landmarks and local amenities, (such as cafes, restaurants, shops, schools, parks, leisure centres and transport links) should feature in the images. Photography should always feature people to show vibrant and lively communities where people want to live.

People

Models should look happy and be engaged in an activity that's typical for the context. Compositions should avoid scenes that look too posed or unnatural even if the people are in the background. Models should not look at the camera.

Balfour Beatty Homes' employees should look smart and always be focussed on the customer in photos.

Details

Close-up photography can be used to draw attention to our craftsmanship and attention to detail.

Logo overlay

There are instances where a simple photograph could be used as a stand-alone piece to showcase a Balfour Beatty Homes property or our craftsmanship. In these instances the Balfour Beatty Homes house device can be over laid on the image as shown opposite.
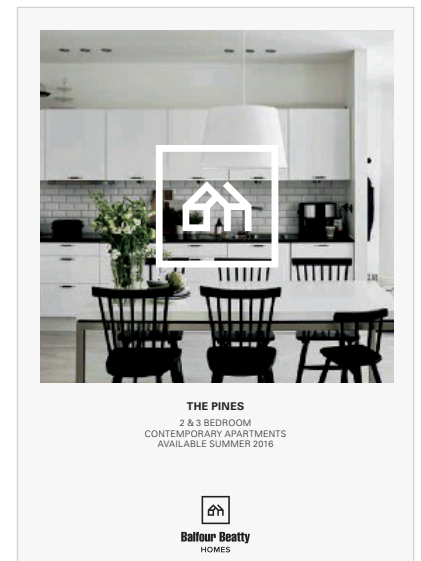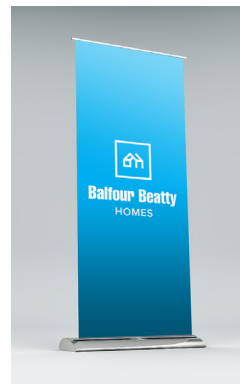

Example of logo overlay

LOOK AND FEEL

The overall look and feel of our brand is created when our core brand elements and styles are brought together.

Which elements and styles are used will depend on the application; a letterhead may only make use of our logo, colours and fonts, however brochures and adverts will take advantage of the full suite.

STATIONERY

20   20

30

15

Name Surname
Address line 1
Address line 2
Address line 3
Address line 4
Postcode

Balfour Beatty Homes
Address line 1
Address line 2
Address line 3
Address line 4
Postcode

46

+44 (0) xxx xxx xxxx
www.balfourbeattyhomes.com

Date

Re: Type a title for your letter

24

Dear Balfour Beatty Homes

Start typing your letter here

All sizes are in millimetres

Balfour Beatty
HOMES

23

Balfour Beatty Homes is a trading name of Balfour Beatty Investments Limited. Registered office: 350 Regents Place, Euston Road, London NW1 3AX
Registered in England and Wales under Company No. 2423465. An agent of Balfour Beatty Group Limited registered in England and Wales
under Company No. 101073 with its registered office at 5 Churchill Place, Canary Wharf, London E14 5HU

5

13

A4 Letterhead

Address, phone number and website

Arial Regular 11pt in black

Footer info

Arial Regular 6.5pt in black

Digital letterheads can now be downloaded from **360 here**.

STATIONERY

10

30

13

Balfour Beatty
HOMES

Address line 1, Address line 2, Address line 3, Address line 4, Postcode +44 (0) xxx xxx xxxx
www.balfourbeattyhomes.com

All sizes are in
millimetres

Compliments slip

Address and phone number

Arial Regular 9pt in black

Website

Arial Bold 9pt in black

Digital compliment slips can now be
downloaded from **360 here**.

STATIONERY

6

6

First Surname Qualification
Job Title

+44 (0)000 000 0000
+44 (0)000 000 0000
first.surname@balfourbeatty.com

Address line 1
Address line 2
www.balfourbeattyhomes.com

6

6

40

Balfour Beatty
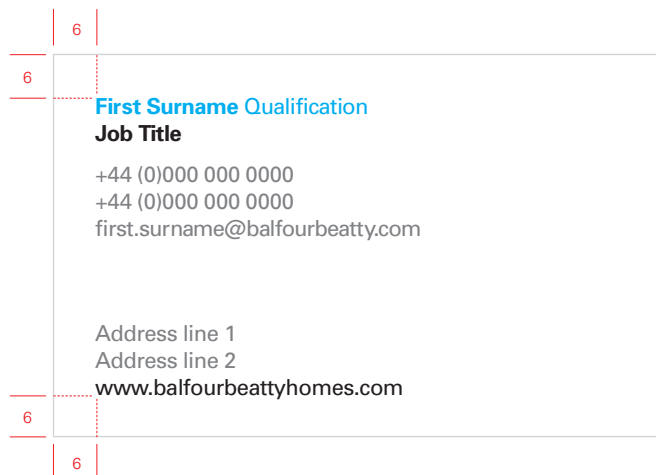
HOMES

All sizes are in
millimetres

Business card

The image opposite shows how our business
cards should look.

Specification for InDesign template:

Name

Univers Bold 9pt in Balfour Beatty Homes Blue

Qualification

Univers Roman 9pt in Balfour Beatty Homes Blue

Job title

Univers Bold 9pt in Black

Phone numbers and address

Univers Roman 9pt on 11pt leading in
Balfour Beatty Homes Grey

Website

Univers Roman 9pt on 11pt leading in Black

E-MAIL SIGNATURES
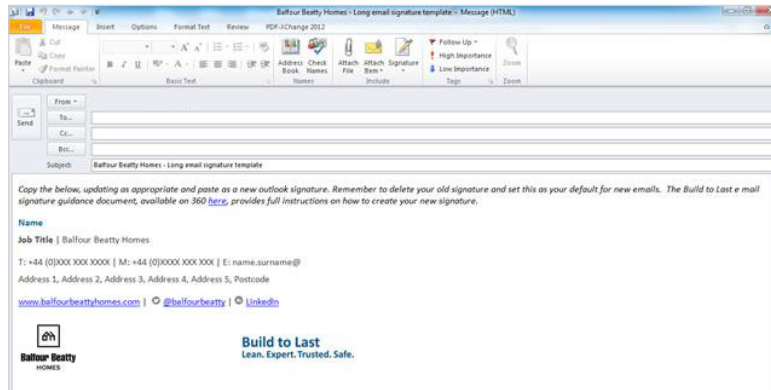
Long signature
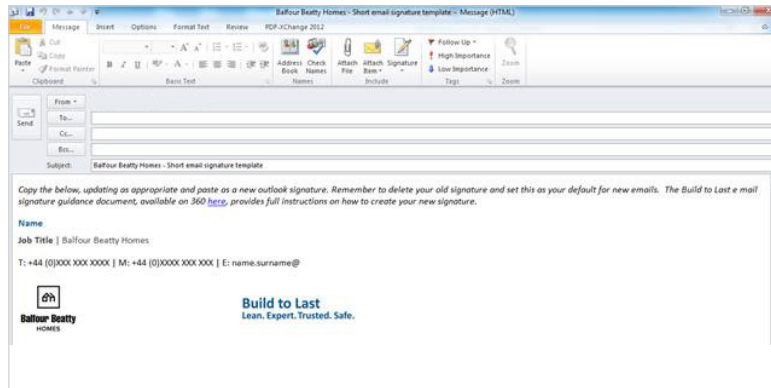
Short signature

Individual signatures

All Balfour Beatty Homes employees must use our Build to Last e-mail signature. How your e-mail signature should look is shown opposite. Guidance and templates for creating your e-mail signature are available from **360 here**.

E-MAIL SIGNATURES
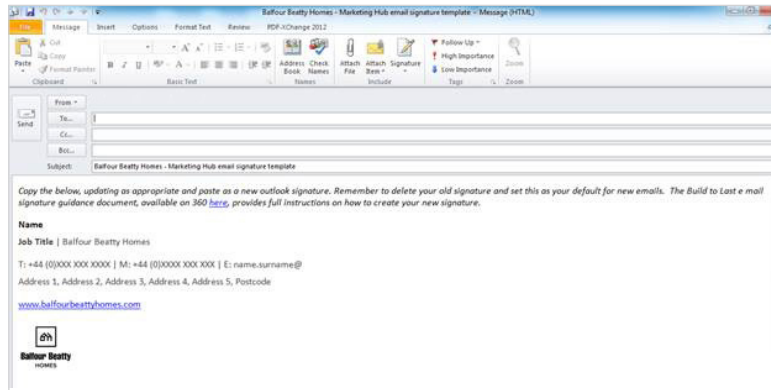
Marketing Hub signature

All e-mail communication sent from Balfour Beatty Homes Marketing Hubs should contain the signature shown opposite. Guidance and templates for creating this e-mail signature is available from **360 here**.

MARKETING COLLATERAL
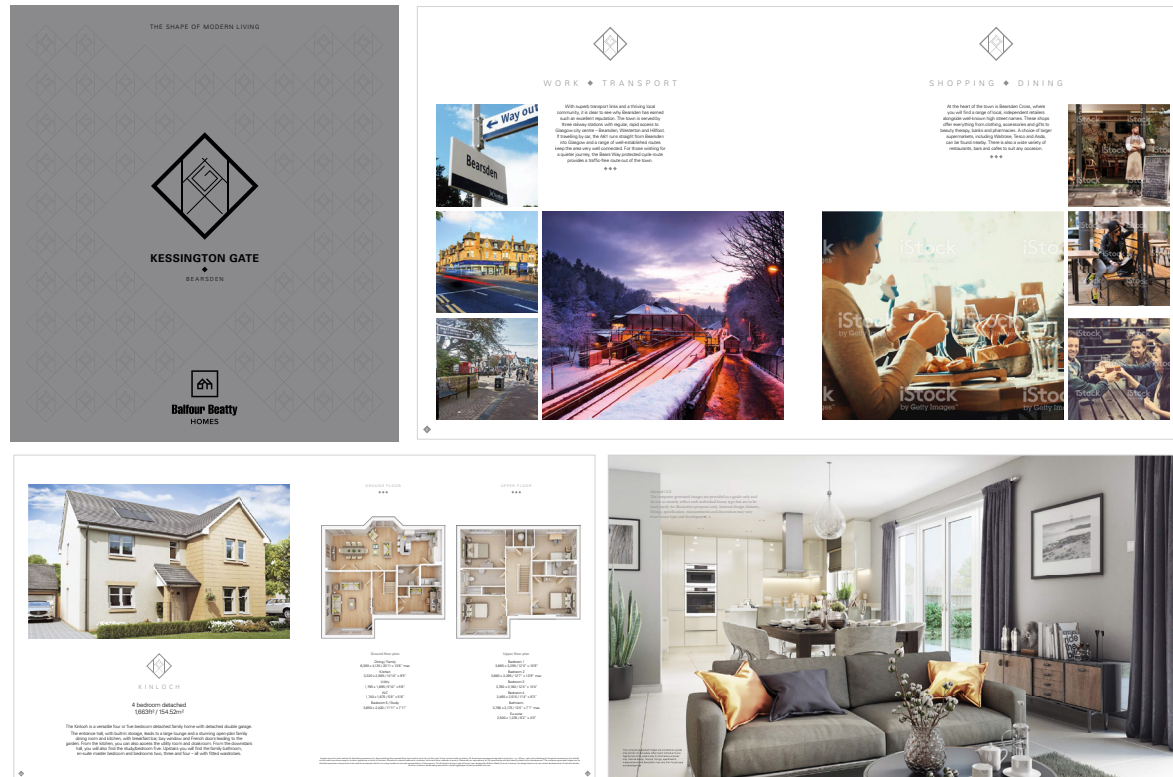
Brochures

To create consistency across all of our brochures we use a standard, yet flexible, front and back cover.

Through the use of appropriate headings and imagery, you can make the brochure fit with the image of your target market whilst retaining the look and feel of the Balfour Beatty Homes brand.

MARKETING COLLATERAL

Advertisements

Shown opposite is an example of how our advertisements should look. If you are producing printed or digital advertisements please get in touch with **marketingcommunications@balfourbeatty.com** who can provide necessary artwork files.

MARKETING COLLATERAL

Banners

Shown opposite are examples of how our banners should look, artwork for these is available from marketingcommunications@balfourbeatty.com

MARKETING COLLATERAL

Cover slide
With large logo

00/00/00

Divider slide

Text slide
With one large text box

Text slide
With one large text box

Text slide
With one large text box

- Photo spread
- With three photos

Bar chart
With four categories
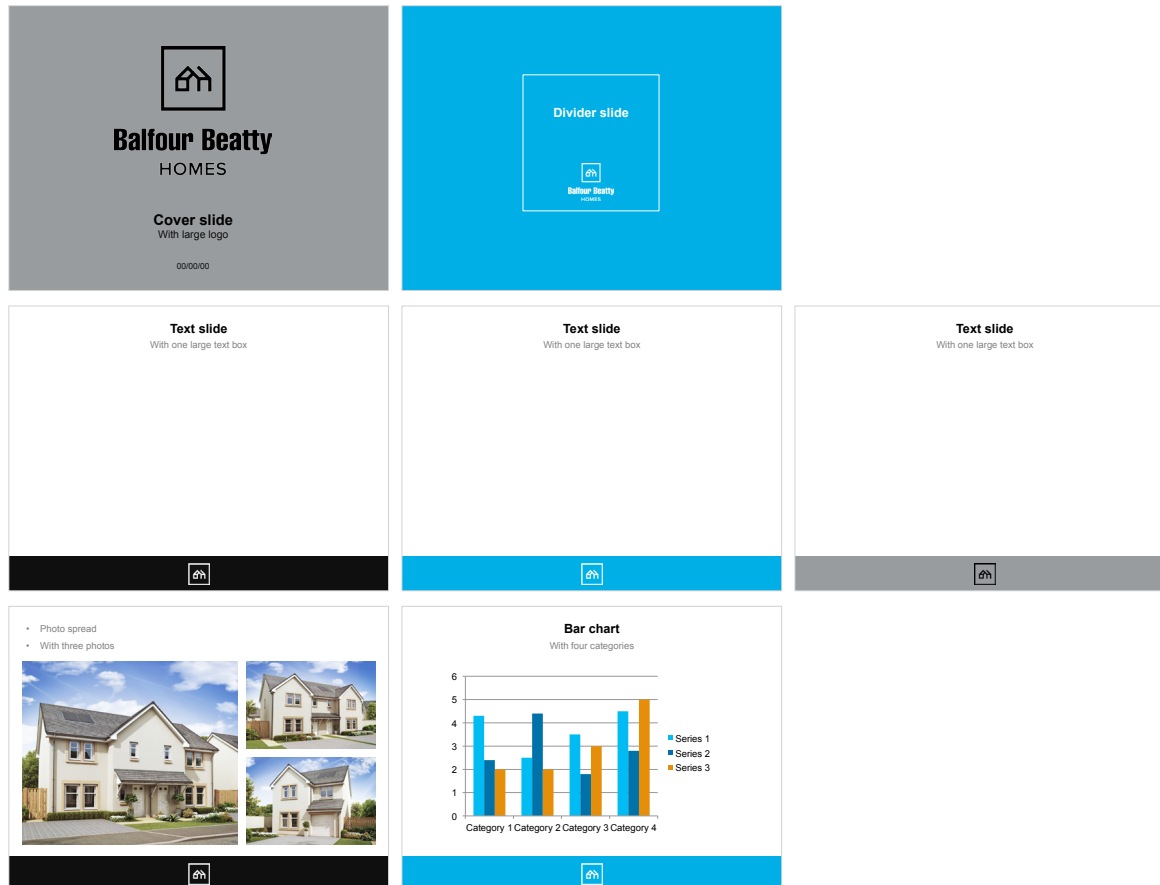
PowerPoint template

To help you to brand your presentation we have created a standard PowerPoint template that can be found on **360 here**.

Remember – think before you print!

PowerPoint tips

- Always use the 'New Slide' button in the 'Home' toolbar to create a new slide from the pre-designed selection provided

- The full Balfour Beatty Homes colour palette is already set up for you in the formatting and colour options. Please don't add new colours of your own.

- When copying and pasting old slide content into the new slide templates, always select the 'Use Destination Theme' option in the paste options.

- If you need to change the pre-set images on the template title-slides, you can select 'Slide Master' from the 'View' menu. Once your images are swapped, make sure to return to the 'Normal' view.

MARKETING COLLATERAL
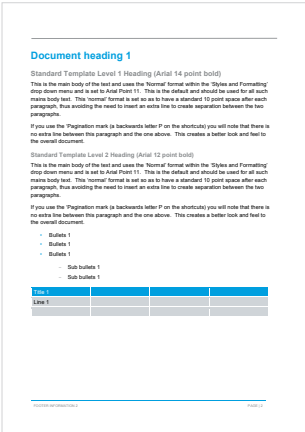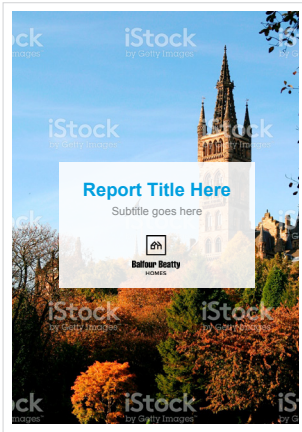
Report Word template

To create consistency across all of our reports a standard A4 word report template has been created and can be found on **360 here**.
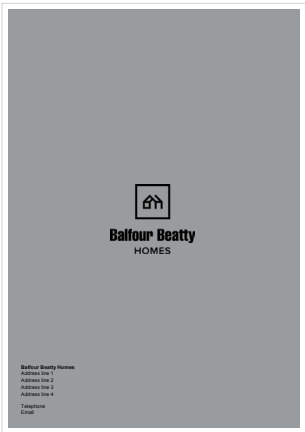
MARKETING COLLATERAL

Development flags

Our brand is at its most visible on our developments and at our sales centres. Artwork for both fixed and flying development flags, as shown opposite is available from marketingcommunications@balfourbeatty.com

To create consistency across all our developments the use of fixed flags is preferable. A flying flag should only be used to provide additional presence on site.

MARKETING COLLATERAL

Outdoor development signage
2200mm wide x 1400mm high

Car parking / thanks for
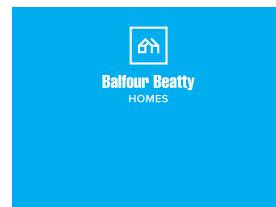visiting (outdoor) signage
600mm wide x 900m high
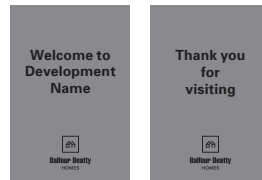
Welcome to the
development signage
600mm wide x 900m high


Pavement swing sign
Printed area 430mm wide x
625mm high
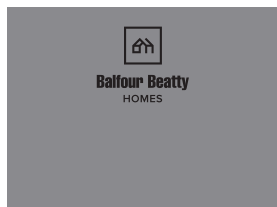
Hoarding / fence signage – sales area
2400mm wide x 1800m high

Hoarding / fence signage – construction area
2400mm wide x 1800m high

Development signage

Our brand is at its most visible on our
developments and at our sales centres.
A range of development signage has been
developed. Artwork files are available from
marketingcommunications@balfourbeatty.com

MARKETING COLLATERAL
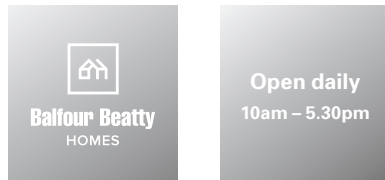
White on transparent window vinyls
690mm wide x 720mm deep
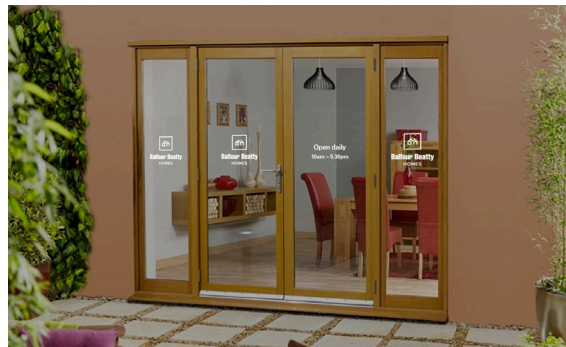
Window vinyl visual

Fascia board
4500mm wide x 300mm deep

Sales centre branding

Our brand is at its most visible on our developments and at our sales centres. Our sales centres present us with the opportunity to present our brand to our customers. If you are opening a new sales centre please get in touch with marketingcommunications@balfourbeatty.com who can help with the application of our brand to create an interesting and modern environment.
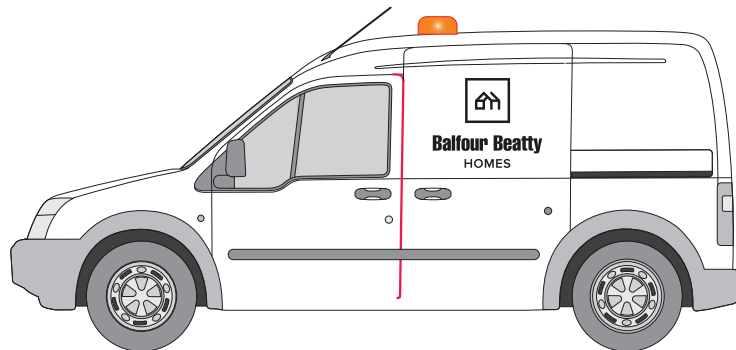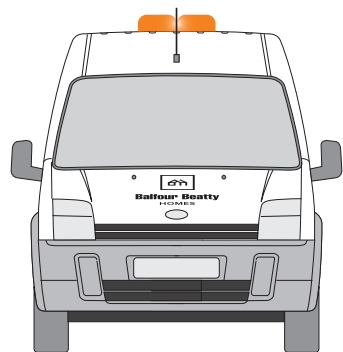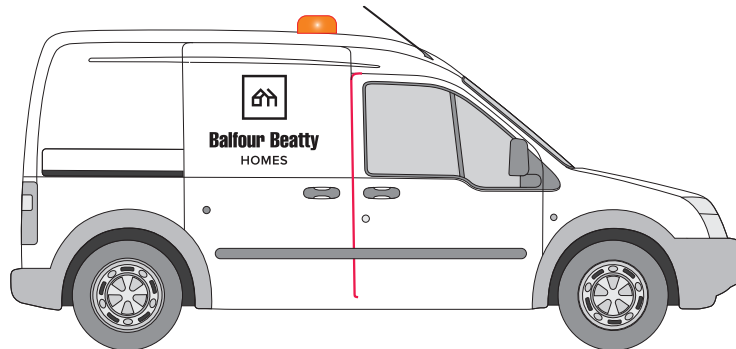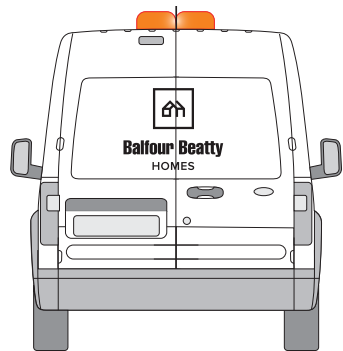
MARKETING COLLATERAL

Merchandise

To provide best value, we stock various branded merchandise that you can call off as needed. For details on how to order corporate merchandise, please contact **01536 608 654**.

The items shown opposite are for illustrative purposes only.
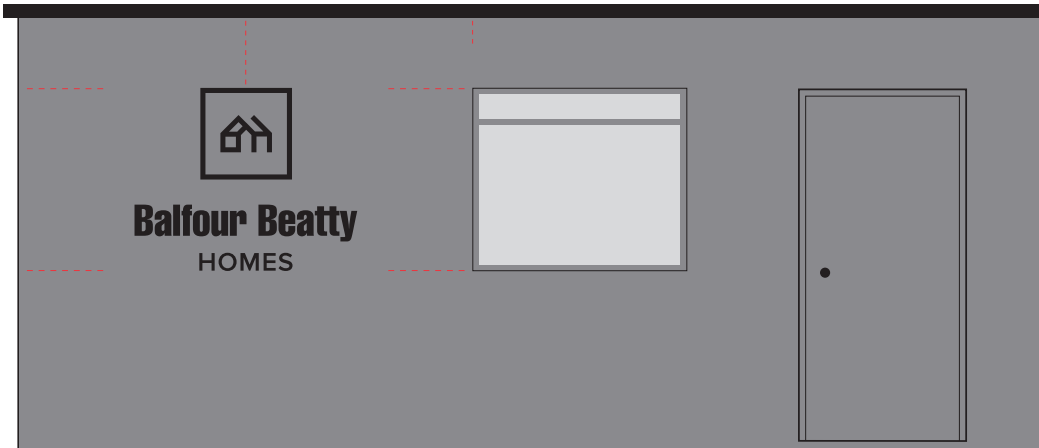
VEHICLE LIVERY

Only our approved brand logos (see page 4) should be applied to our vehicles.

If required, our website address and an appropriate telephone number can be applied using the Univers Roman font.

SITE BRANDING

centre logo within clear space and align with window

centre logo within clear space

Cabin exterior

The site accommodation livery should only appear with a Balfour Beatty Homes logo and a pantone cool grey c exterior with matching framework and doors as illustrated.

The overall dimensions and layout of the site offices and cabins vary, the illustrations on this page show the basic principles for applying the livery.

Brand logo

The Balfour Beatty Homes logo should ideally appear on all sides of the site offices and cabins in the size and position shown. On some site offices and cabins the sitting of windows and doors may prevent this.

SITE BRANDING

Internal Posters

Employee
Communications
Noticeboard
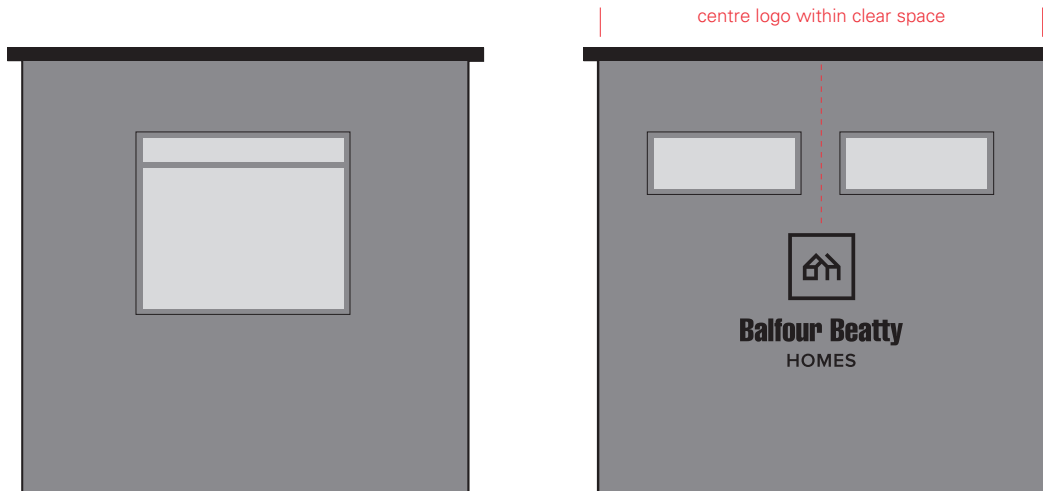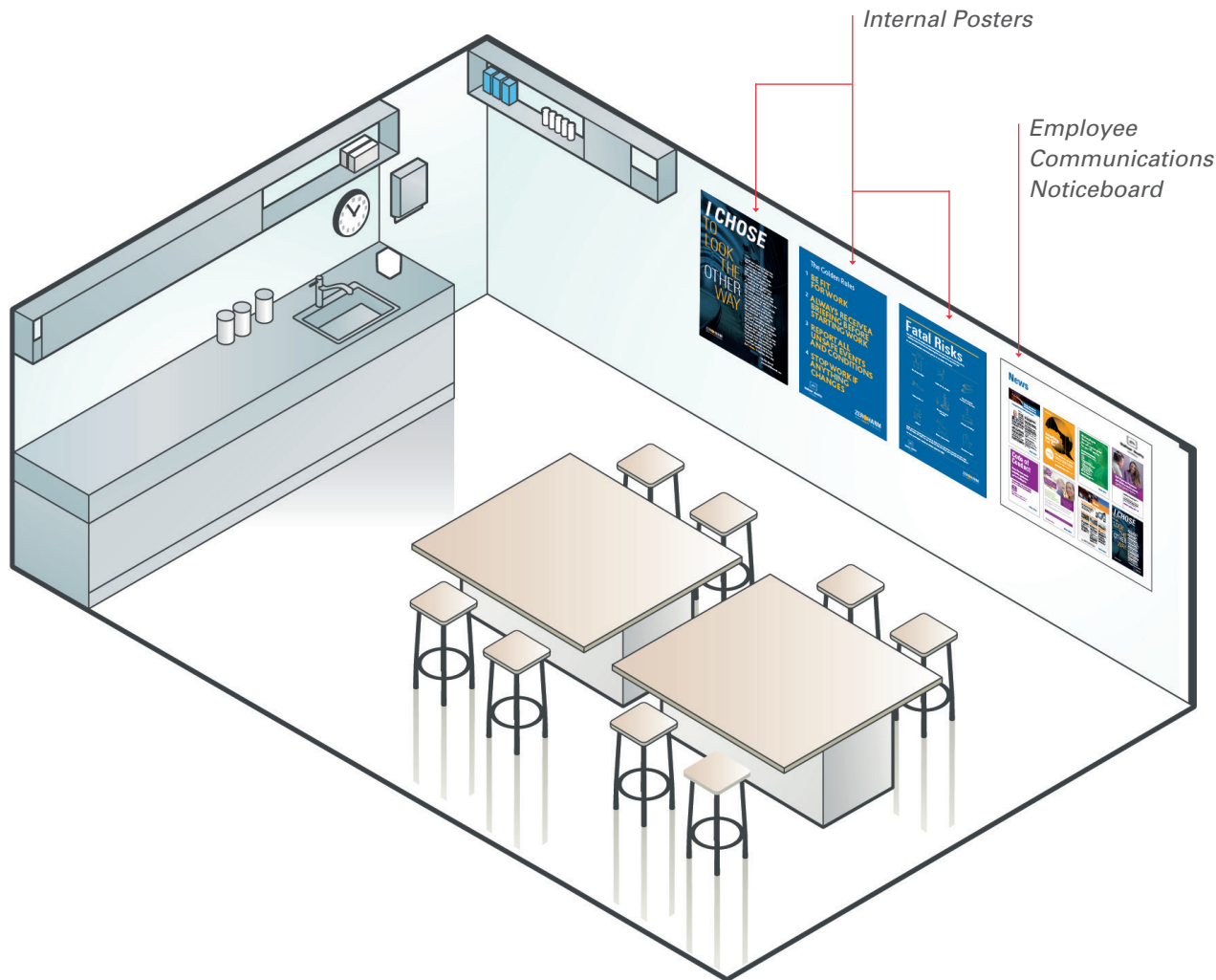
Cabin interior

Communal areas within our site offices
and cabins such as reception and waiting
areas, kitchens, changing rooms and
corridors should be used to display
important information for employees. This
might include safety notices and alerts,
news noticeboards, poster campaigns and
other administrative notices. These should
be kept tidy, updated and on brand. Site
noticeboards should be obtained from the
Site Signage Catalogue.

The catalogue can be found on **360 here**.

Posters and noticeboard updates

All project sites and offices should nominate
a Noticeboard Coordinator. This person should
email communications@balfourbeatty.com
to request to receive our Noticeboard updates.

There is also a range of posters relating to
various initiatives available on **360 here**.
These posters can be downloaded and
printed locally and complement our Noticeboard
and other communications content.

SITE BRANDING

Corrugated metal fencing

Attaching logos to corrugated metal fencing should be printed on foamex boards and screwed into the panels.