PLUSNET PRODUCTION GUIDELINES

SEPTEMBER 2016

plusnet

We'll do you proud

Plusnet production guidelines

1.0 Our production guidelines

These guidelines are designed to be used across all communications. If used correctly they ensure that we present a consistent, coherent brand that always looks, feels and sounds like Plusnet.

HELLO

We're Plusnet!

plusnet

We'll do you proud

Plusnet production guidelines

1.1

At Plusnet, we're dedicated to brilliant service at a great price. But it's not just what we do that stands out, it's how we do it. Plusnet is a straight talking, cheerful people's champion.

So, we:

• Go the extra mile to make our customers smile – we never skimp on personality, we're warm, friendly and humorous.

• Talk to people like people – we're down to earth, keep things simple and are always honest.

• Treat people how we'd like to be treated– we passionately strive to do right by our customers and our people.

So when they're around us, people feel like there's someone on their side and that their day's a little brighter.

Plusnet production guidelines

1.1

These guidelines are here to create consistency, not limit creativity. So make sure you use them, but never forget to use your imagination too.

And finally, always remember to have fun. The moment we stop having fun is the moment we stop being Plusnet.

BRAND ELEMENTS

Looking like Plusnet

plusnet

We'll do you proud

Plusnet production guidelines

2.1 The main logos

A: This logo is to be used on a white background

B: This logo is to be used on a dark background

C: This logo is to be used on a light background

D: This version is only to be used in extenuating circumstances on a white background.

E: This version is only to be used in extenuating circumstances on a light or dark background

Logo's D&E (without the strapline) are only to be used with the permission of the Brand team.

Notes:
• On a white background please ensure the alignment of the 'We'll do you proud' strapline does not exceed the width of the word 'Plusnet'

• The lock up version of the logo (B and C) is required only when the lock up is visible

• Option C is to be used when the white strapline in option B is not visible

A

plusnet
We'll do you proud

D

plusnet

B

plusnet
We'll do you proud
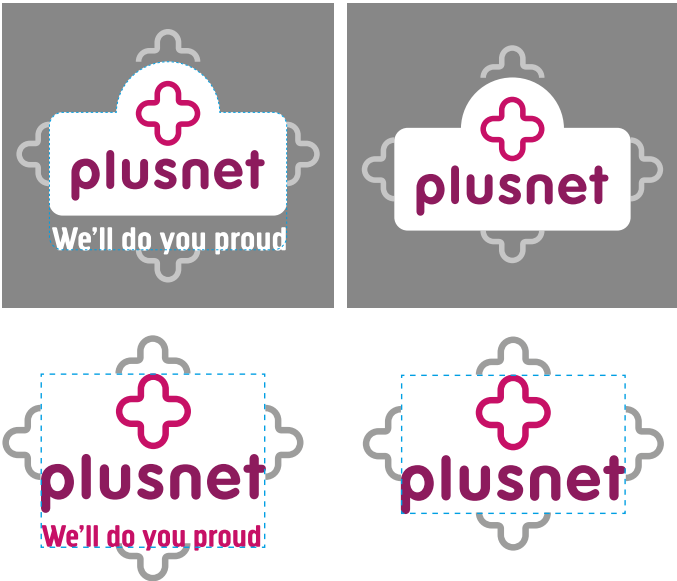
C

plusnet
We'll do you proud

E

plusnet

2.2 Exclusion zones

Each logo has its own exclusion zone all the way around the logo and (whenever it's used) the endline. The size of the zone is measured by taking the plus symbol and halving it

plusnet
We'll do you proud

plusnet

plusnet
We'll do you proud

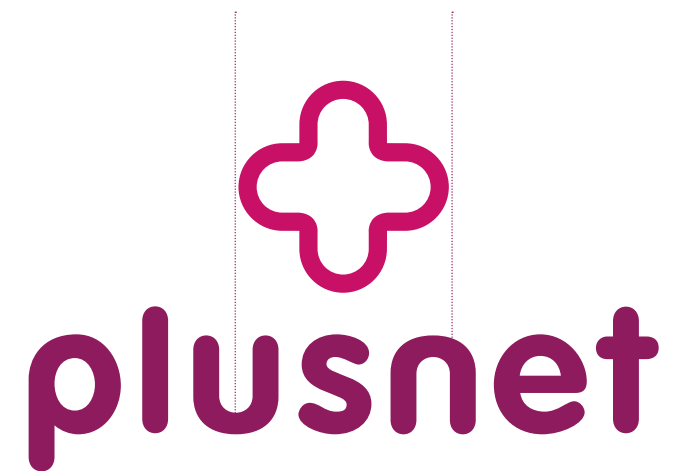**plusnet**

2.3 The plus and Plusnet

A: This is our current logo, the plus always
   starts halfway over the 'u' and ends
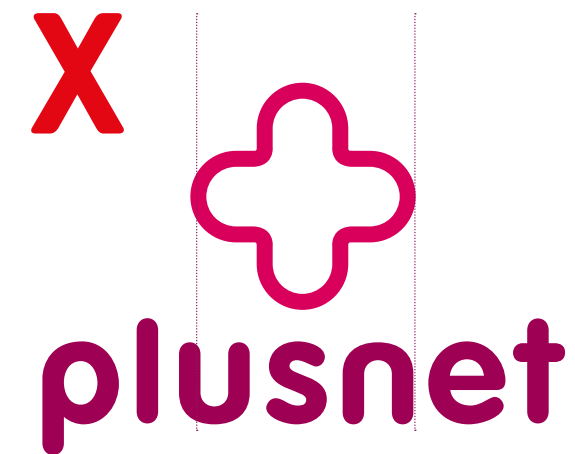   halfway over the 'n'.
   THIS IS THE CORRECT LOGO

B: This is our old logo, the plus starts at the
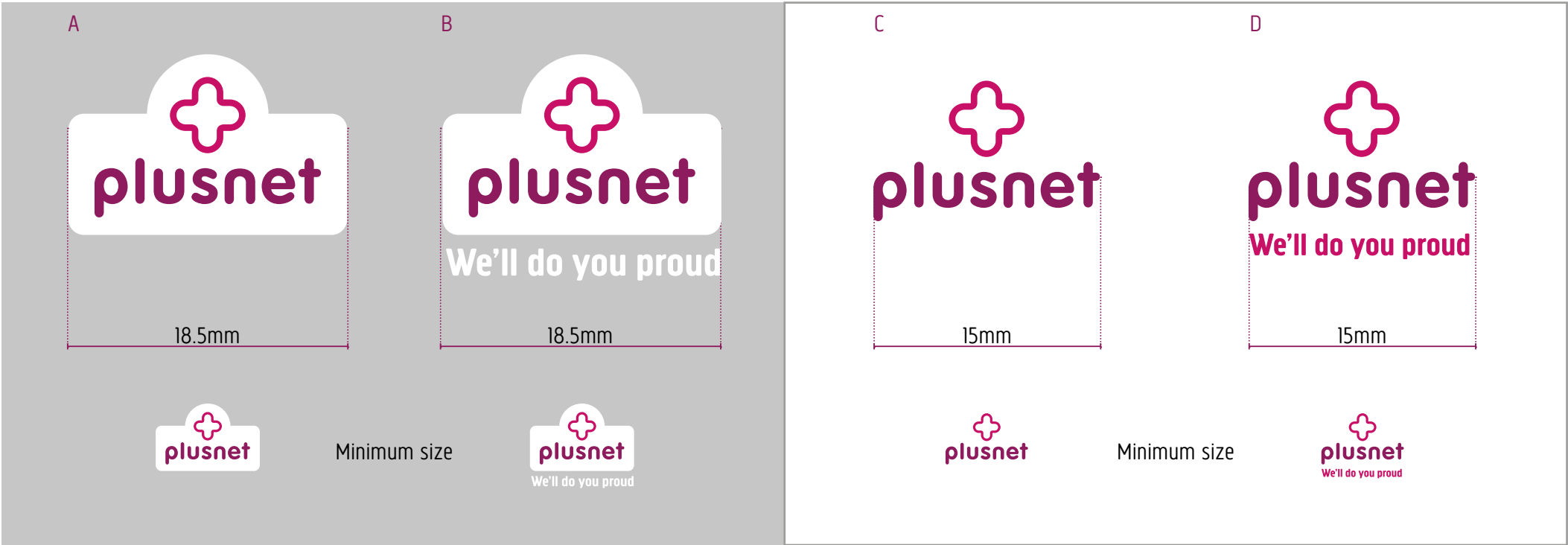   beginning of the 'u' and end of the 'n'.
   DO NOT USE THIS LOGO

A

B

Plusnet production guidelines

2.4 Print minimum sizes

A and B: These logos have the same minimum size:
the width must not go below 18.5mm for print

C and D: These logos have the same minimum size:
the width must not go below 15mm for print

A

plusnet

18.5mm

plusnet
Minimum size

B

plusnet
We'll do you proud

18.5mm

plusnet
We'll do you proud
Minimum size

C

plusnet

15mm

plusnet

D

plusnet
We'll do you proud

15mm

plusnet
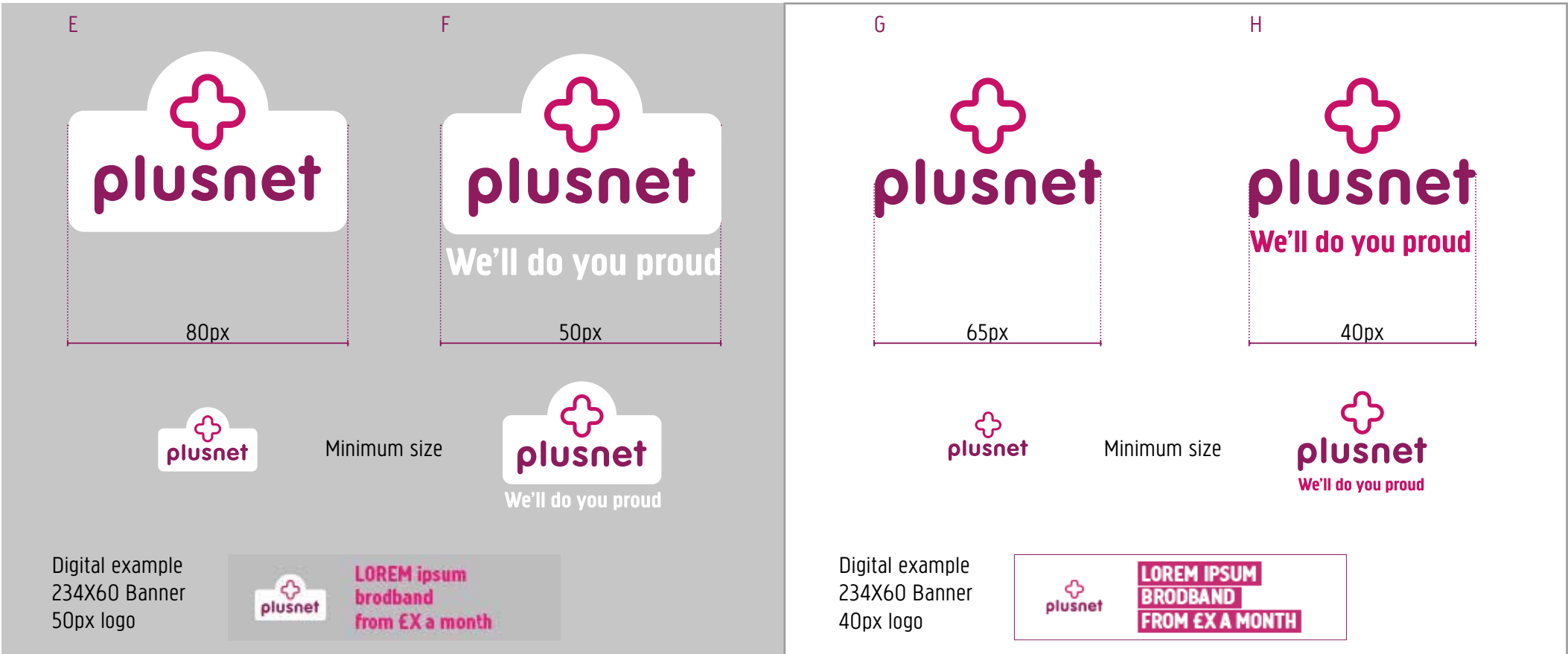We'll do you proud

2.5 Digital minimum sizes

E: The width must not go below 80px for online

F: The width must not go below 50px for online

G: The width must not go below 65px for online

H: The width must not go below 40px for online
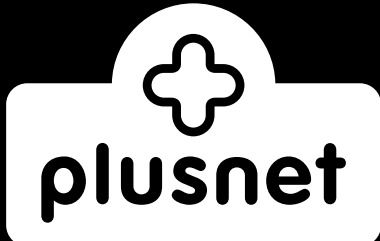
E

plusnet

80px

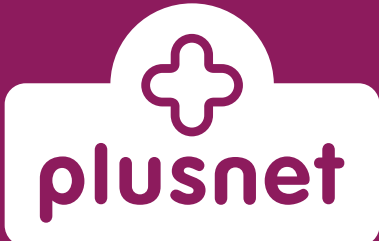**plusnet**
Minimum size

F

plusnet
We'll do you proud

50px

plusnet
We'll do you proud

G

plusnet

65px

plusnet
Minimum size

H

plusnet
We'll do you proud

40px

plusnet
We'll do you proud

Digital example
234X60 Banner
50px logo

plusnet LOREM ipsum
brodband
from £X a month

Digital example
234X60 Banner
40px logo

plusnet LOREM IPSUM
BRODBAND
FROM £X A MONTH

Plusnet production guidelines

2.6 Colour and mono logos

Only when it's impossible to render the logo in full colour should mono versions be used. Black should only be used as a last resort.

These are the primary mono logos. As previously mentioned the lozenge and strapline should always be used where possible.

Approval is required from the Brand team before a mono logo is used.

Mono colour version:
Spot colour: 100% PMS 228

Mono colour version:
100% M

Mono colour version:
Spot colour: 100% PMS 214

Mono black version:
100% black

Plusnet production guidelines

2.7 Examples of misuse

A   Never move the elements of the logo
B   Never tint or change the scale of the logo
C   Never use elements of the logo individually
D   Never use the logo at an angle
E   Never use the logo running vertically
F   Never use the plus symbol of the logo as
     a replacement for an 'and' or a '+' symbol
G   Never stretch the logo
H   Never use a low res version - ask for the high res or
     vector version
I   Never ignore exclusion zone rules

In certain cases, where space is limited, it may be necessary
to use a horizontal layout. This should be considered as
a last resort and should be agreed by all parties before
implementation

Plusnet production guidelines

2.8 Background rules

A: This logo is to be used on a white background. Do not use this logo on a light or dark background

B: This logo is to be used on a dark background. Do not use this logo on a light or white background

C: This logo is to be used on a light background. Do not use this logo on a dark or white background

A
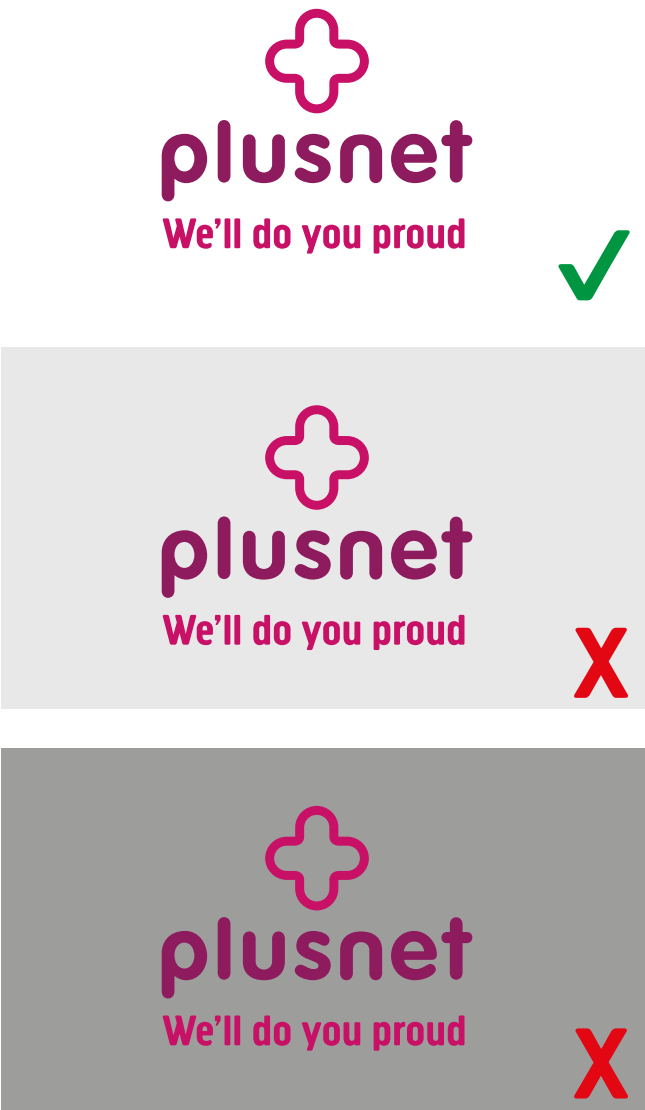
B
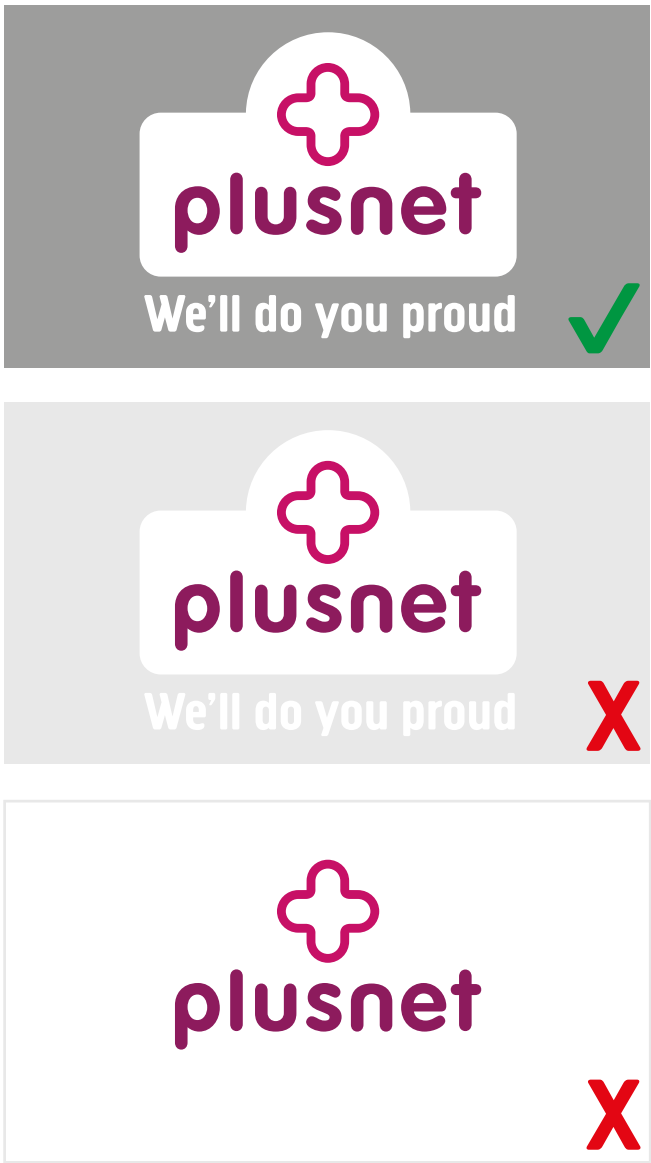
C
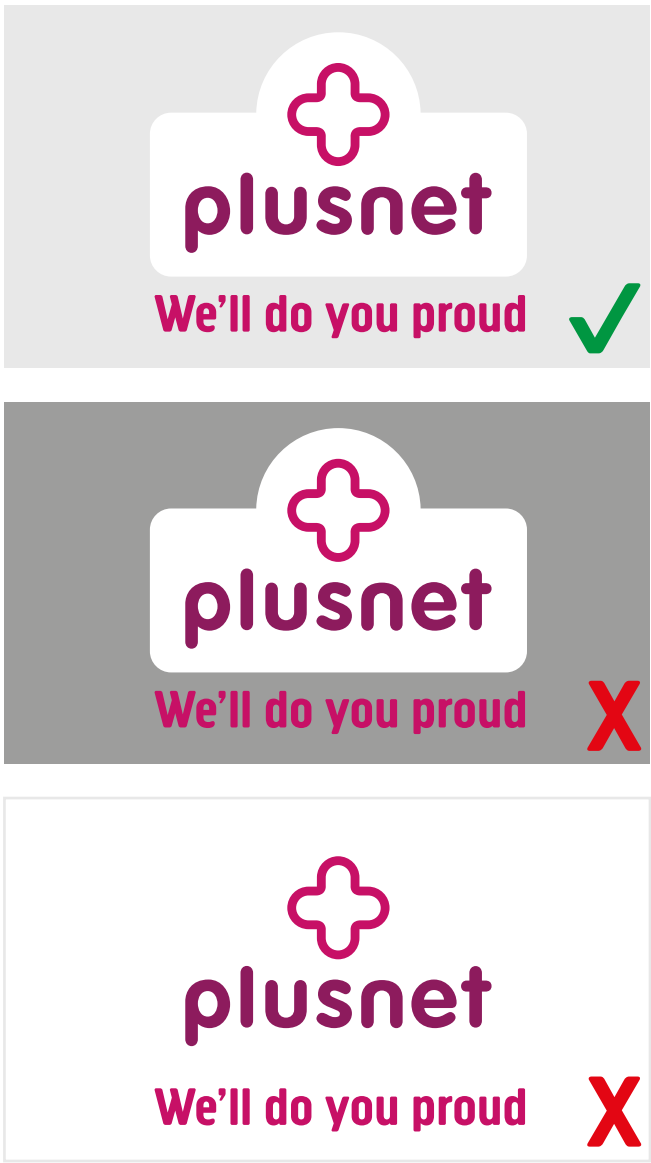
Plusnet production guidelines

2.8 Background rules

D: This logo is to be used on a white
   background. Do not use this logo on
   a light or dark background

E: This logo can be used on a light or
   dark background

Logo's D&E (without the strapline)
are only to be used with the
permission of the Brand Team

D
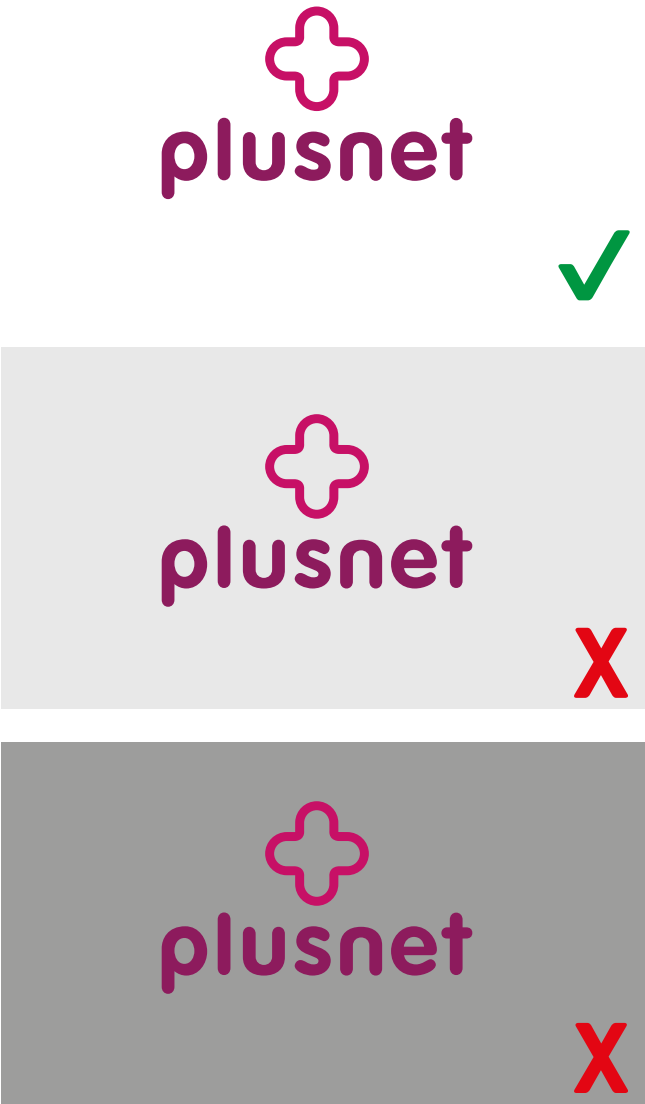
E
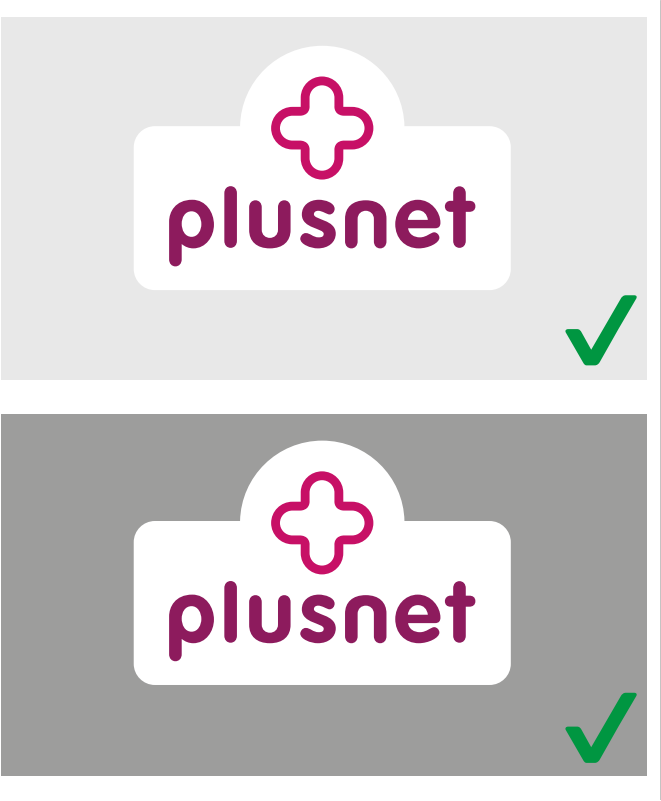
P.13

Plusnet production guidelines

2.9 Logo colours

Plusnet Red

Plusnet Maroon
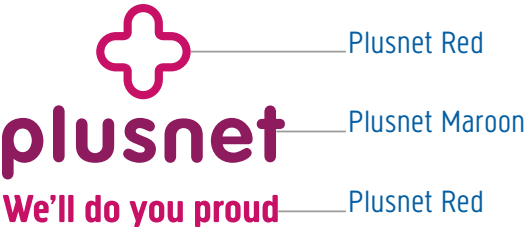
Plusnet Red

Plusnet Maroon

PANTONE 228 C
C: 45 / M: 100 / Y: 30 / K: 15
R: 135 / G: 0 / B: 95
HEX: #87005f

Plusnet Maroon
For use in logotype and titling

Plusnet Red

PANTONE 214 C
C: 20 / M: 100 / Y: 30 / K: 0
R: 200 / G: 30 / B: 110
HEX: #c81e6e

Plusnet Red
For use on the Plus symbol and
on the end line when below the
lozenge, also on buttons and
price points

Plusnet White

C: 0 / M: 0 / Y: 0 / K: 0
R: 255 / G: 255 / B: 255
HEX: #ffffff

Plusnet White
For use in the border and titling

Plusnet production guidelines

2.10 Residential print colours

Primary palette is to be used for all backgrounds and headline copy on a white background.

Grey palette is to be used as highlights and secondary content. The dark grey as text.

Offer graphic pink is to be used for offers, flashes etc.

The secondary palette is to be used in special situations when further colours are needed.

Always check example pages for correct usage and with the Brand team.

Primary palette

PANTONE 637 C
C: 66 / M: 2 / Y: 9 / K: 0
HEX: #38BCDE

PANTONE 228 C
C: 45 / M: 100 / Y: 30 / K: 15
HEX: #87005F

PANTONE 214 C
C: 20 / M: 100 / Y: 30 / K: 0
HEX: #C81E6E

C: 0 / M: 0 / Y: 0 / K: 0
HEX: #FFFFFF

Grey palette

PANTONE 10 C
C: 60 / M: 43 / Y: 42 / K 27
HEX: #676D70

PANTONE 7541 C
C: 15 / M: 9 / Y: 11 / K: 0
HEX: #E0E2E2

PANTONE 656 C
C: 10 / M: 2 / Y: 4 / K: 0
HEX: #EDF3F5

Offer Graphic

PANTONE PROCESS MAGENTA C
C: 0 / M: 100 / Y: 0 / K 0
HEX: #EB008C

Secondary palette use sparingly

PANTONE 7684C
C: 93 / M: 61 / Y: 8 / K 0
HEX: #005DA1

PANTONE 673C
C: 25 / M: 65 / Y: 0 / K 0
HEX: #C472AD

PANTONE 190C
C: 0 / M: 65 / Y: 23 / K 0
HEX: #EF7993

Plusnet production guidelines

2.11 Residential digital colours

Primary palette is to be used for all backgrounds and headlines. Blue is also used for call-to-action buttons on a white background. Where call-to-action buttons appear on a coloured module the button becomes white and the copy is reversed out.

Grey palette is to be used as highlights and secondary content. The dark grey as text.

Offer graphic pink is to be used for offers, flashes etc.

The secondary palette is to be used in special situations when further colours are needed.

Always check example pages for correct usage.

Primary palette

R:0 / G: 161 / B: 202 HEX: #00A1CA	R: 135 / G: 0 / B: 95 HEX: #87005F	R: 200 / G: 30 / B: 110 HEX: #C81E6E	R: 255 / G: 255 / B: 255 HEX: #FFFFFF

Grey palette

R: 103 / G: 109 / B: 112 HEX: #676D70	R: 224 / G: 226 / B: 226 HEX: #E0E2E2	R: 237 / G: 243 / B: 245 HEX: # EDF3F5

Offer Graphic

R: 235 / G: 0 / B: 140
HEX: #EB008C

Secondary palette use sparingly

R: 0 / G: 93 / B: 161 HEX: #005DA1	R: 196 / G: 114 / B: 173 HEX: #C472AD	R: 239 / G: 122 / B: 147 HEX: #EF7993

Plusnet production guidelines

2.12 Residential online colour accessibility

WCAG 2.0 level **AA** requires a contrast ratio of **4.5:1 for normal text** and **3:1 for large text**.

Here is a guide of what text colour to use on what background to pass the WCAG 2.0 level **AA.**

Primary palette

R:0 / G: 161 / B: 202 HEX: #00A1CA	R: 135 / G: 0 / B: 95 HEX: #87005F	R: 200 / G: 30 / B: 110 HEX: #C81E6E	R: 255 / G: 255 / B: 255 HEX: #FFFFFF
White text only	**White text only**	**White text only**	**Grey text only**

Grey palette

R: 103 / G: 109 / B: 112 HEX: #676D70	R: 224 / G: 226 / B: 226 HEX: #E0E2E2	R: 237 / G: 243 / B: 245 HEX: #EDF3F5
White text only	**Grey text only**	**Grey text only**

Offer Graphic

R: 235 / G: 0 / B: 140
HEX: #EB008C

White text only

Secondary palette use sparingly

R: 0 / G: 93 / B: 161 HEX: #005DA1	R: 196 / G: 114 / B: 173 HEX: #C472AD	R: 239 / G: 122 / B: 147 HEX: #EF7993
White text only	**Grey text only**	**Graphics and images only**

Plusnet production guidelines

2.13 Business print and digital colours

Primary palette is to be used for all backgrounds and headline copy on a white background.

Grey palette is to be used as highlights and secondary content. The dark grey as text.
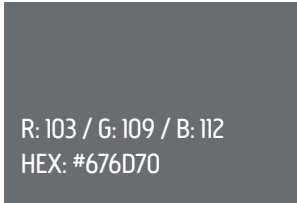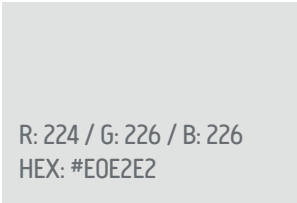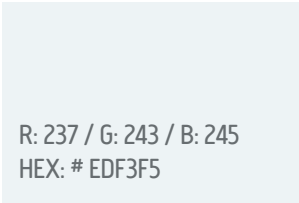
Offer graphic pink is to be used for offers, flashes etc.

Always check example pages for correct usage.

Primary palette

PANTONE 695C	PANTONE 652C	PANTONE 667C	
C: 31 / M: 63 / Y: 36 / K: 6	C: 58 / M: 38 / Y: 17 / K: 0	C: 56 / M: 58/ Y: 23 / K: 0	C: 0 / M: 0/ Y: 0 / K: 0
R: 166 / G: 89 / B: 107	R: 86 / G: 113 / B: 153	R: 118 / G: 98 / B: 135	R: 255 / G: 255 / B: 255
HEX: #A6596B	HEX: #567199	HEX: #766287	HEX: #FFFFFF

Grey palette

PANTONE 10 C	PANTONE 7541 C	PANTONE 656 C
C: 60 / M: 43 / Y: 42 / K 27	C: 15 / M: 9 / Y: 11 / K: 0	C: 10 / M: 2 / Y: 4 / K: 0
R: 103 / G: 109 / B: 112	R: 224 / G: 226 / B: 226	R: 237 / G: 243 / B: 245
HEX: #676D70	HEX: #E0E2E2	HEX: #EDF3F5

Offer Graphic

PANTONE PROCESS MAGENTA C
C: 0 / M: 100 / Y: 0 / K 0
R: 235 / G: 0 / B: 140
HEX: #EB008C

Secondary palette use sparingly

PANTONE 685C	PANTONE 2707C	PANTONE 665C
C: 15 / M: 34 / Y: 12 / K: 0	C: 27 / M: 11 / Y: 3 / K: 0	C: 22 / M: 23 / Y: 7 / K: 0
R: 219 / G: 182 / B: 198	R: 196 / G: 213 / B: 235	R: 206 / G: 197 / B: 217
HEX: #DBB6C6	HEX: #C4D5EB	HEX: #CEC5D9

Plusnet production guidelines

2.14 Business online colour accessibility

WCAG 2.0 level **AA** requires a contrast ratio of **4.5:1 for normal text** and **3:1 for large text**.

Here is a guide of what text colour to use on what background to pass the WCAG 2.0 level **AA.**

Primary palette

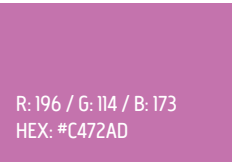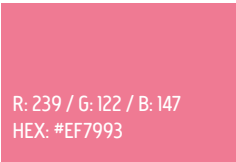|			
R: 166 / G: 89 / B: 107 HEX: #A6596B	R: 86 / G: 113 / B: 153 HEX: #567199	R: 118 / G: 98 / B: 135 HEX: #766287	R: 255 / G: 255 / B: 255 HEX: #FFFFFF
White text only	**White text only**	**White text only**	**Grey text only**

Grey palette

R: 103 / G: 109 / B: 112 HEX: #676D70	R: 224 / G: 226 / B: 226 HEX: #E0E2E2	R: 237 / G: 243 / B: 245 HEX: #EDF3F5
White text only	**Grey text only**	**Grey text only**

Offer Graphic

R: 235 / G: 0 / B: 140 HEX: #EB008C
White text only

Secondary palette use sparingly

R:219 / G: 182 / B: 198 HEX: #DBB6C6	R: 196 / G: 213 / B: 235 HEX: #C4D5EB	R: 206 / G: 197 / B: 217 HEX: #CEC5D9
Graphics and images only	**Grey text only**	**Grey text only**

2.15 Typography

The Plusnet brand is both charming and authoritative, and Plusnet Creighton is a font that strikes this important balance in all communications.

In no circumstances should you italicise the font unless to emphasise a word – only by exception and approval by Brand team.

The font can be used on a slant, uppercase or sentence case to best suit the communication.

Residential and Business print and digital media use (exc. website and email)

Plusnet Creighton Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Plusnet Creighton Pro (Book) Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Plusnet Creighton Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue LT 57 Condensed (Used for T&Cs)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Website and email headings

Plusnet Creighton Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Plusnet Creighton Pro (Book) Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Plusnet Creighton Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Website and email body copy and internal use

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular (Used for T&Cs)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Plusnet production guidelines

2.16 Typography colour

Always use white type on dark backgrounds.

On light backgrounds the primary palette may be used.
Please choose the colour that is most complimentary
to the background.

Type is not to be distorted or have any form of shadow
or outer glow.

White type on dark backgrounds

LOREM IPSUM

LOREM IPSUM

LOREM IPSUM

Maroon, red or blue type on light backgrounds

LOREM IPSUM

LOREM IPSUM

LOREM IPSUM

Broadband   X   **Broadband**   X

Broadband   X   **Broadband**   X

Broadband   X

2.17 The usage of Joe

Joe, a brand asset who embodies the Plusnet brand, is created to be an 'Everyman' character. He's an easygoing and friendly modern man with a likeable demeanour and a gentle Yorkshire accent. As a rule, he's dressed casually in jeans and a coloured check shirt, which is never tucked into his trousers. The checks on the shirt are large rather than fine. He wears simple smart/casual trainers, avoiding sportswear or a professional look and has no visible jewellery. The implication of his outfit is that he's a 'normal' guy, relaxed in outlook and positive but never scruffy or unkempt. As a recognisable brand asset, Joe should be used wherever possible in communications.

At all times, thought should go into the context where Joe is used and what he is conveying for the individual piece of communication.

Joe is mandatory in all Residential and Business communications, except:
· When space is limited and doesn't permit (e.g. stationery)
· All outdoor communications (as a result of usage restrictions)
· Collateral where, due to printing restrictions, Joe can't be reproduced in full colour
N.B. All exceptions to using Joe MUST receive prior permission from the Brand Team

Cut out imagery of props or elements from campaign shoots can be used but only when the messaging or offers relate to the campaign for which they were originally shot.

We should avoid flipping photographs of Joe. Instead we should look for another image from the shoot which should contain a similar option that fits the creative.

Joe in his typical Residential clothing style

Joe in his typical business clothing style

Plusnet production guidelines

2.18 The slant and the white strip

The white strip at the bottom/side provides brand consistency and is used where possible to ensure clear brand stand out. This is our preference but can be removed and made a straight line depending on the format.

It adds depth especially when Joe is placed in the foreground and the background colour remains within the slant box.

If our logo is used, we use the exclusion zone as a guide to where the slant begins. If no logo is used, the slant is simply set at an angle of 4° - 5°.

The slant/white strip is mandatory in press and online display.

2.19 Illustrations

We have created some illustrations to add some fun and help pull out our personality especially in flat creative. The illustrations are always white and are placed around the creative to add another layer to establish our brand.

We should ensure no overcrowding when using the illustrations, looking to add personality whilst maximising the impact of the key message. The illustrations can interact with the creative/Joe but MUST NOT inhibit legibility.

For example, with our business illustrations we try to create graphs, charts and other business doodles.

And with our fibre illustrations we go for a more speedy feel, using more lightning bolts, clouds and zooms.

UNLIMITED BROADBAND FREE FOR 12 MONTHS

£9.99 a month thereafter

Hello [First name],

Lorem ipsum dolor sit amet, nunc eu felis pulvinar lacus tincidunt, adipiscing rutrum faucibus et vivamus nisl, nulla in, ut occaecat tempus. Felis adipiscing penatibus, eros pharetra at ullam mattis id mollis, amet elit vitae wisi libero nonummy integer, in aliquam.

BUSINESS BROADBAND

SMALL BUSINESSES OF BRITAIN! WE'RE ON YOUR SIDE

We understand that running your business can be a round-the-clock job.

So at Plusnet you'll have our dedicated business customer support team on hand to help 24/7.

0800 5875823
plus.net/business

plusnet
We'll do you proud

Plusnet production guidelines

2.20 DR graphic elements

Graphic elements are used to call out specific messages, offers or CTA's and therefore the information contained within them should be as short and to the point as possible.

They are divided into 4 categories: primary, secondary digital and website. Primary and secondary elements may be used across all assets, however Website and digital is reserved for online use only. Whenever possible, use only one primary and one secondary element in layouts.

Plusnet Creighton Pro Bold and Regular can both be used within the Graphic elements and key words can be set in uppercase.
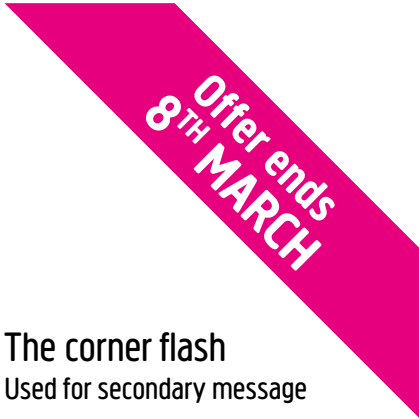
Ensure that the most compelling or important messaging is set in upper case.

HALF PRICE for 9 months

All graphic elements used must be Plusnet Pink.

Pink

Pantone Process
Magenta c
C: 0 / M: 100 / Y: 0 / K: 0
R: 235 / G: 0 / B: 140
HEX: #eb008c

Primary Residential

HALF PRICE for 9 months — **Starburst** Used for primary message

FROM JUST £5.00 A MONTH for 12 months plus £12.50 line rental — **The roundel** Used for prices

Primary Business

OFFER ENDS 13TH APRIL — **The roundel** Used for prices in print and offer end dates in digital

Secondary

Offer ends 8TH MARCH — **The corner flash** Used for secondary message

HURRY! OFFER ENDS 25TH FEB — **The Post it** Used for secondary message

+£75 CASHBACK if you sign up online — **The Peel back** Used for secondary message (i.e. cashback or gift vouchers)

Website

Special call-out offer Website only

SPECIAL OFFER: Half price for 6 months

Digital

The lozenge Used for contact information or CTA

www.plus.net 0800 073 3051

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2.21 Partnerships

Occasionally we work in partnership with other brands. Wherever possible the Plusnet logo should be given the same prominence as our partner's logo.

All partnership collateral MUST HAVE Plusnet Brand team approval.
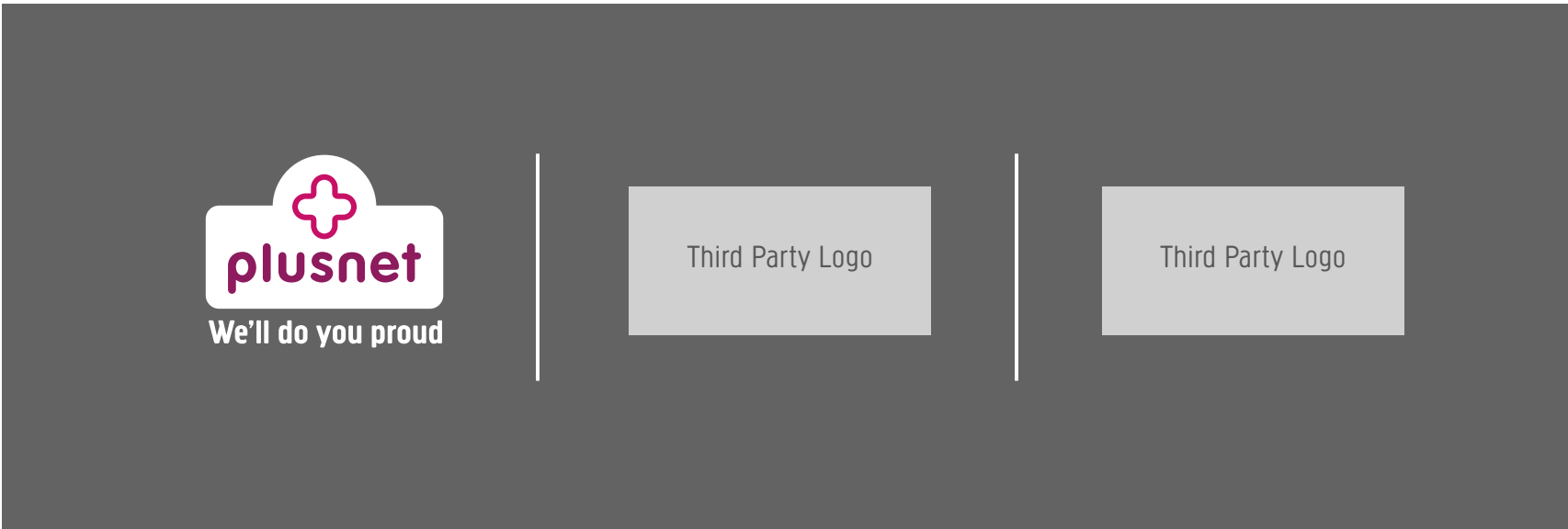
RESIDENTIAL CREATIVE AND DESIGN

Creating for Residential

plusnet

We'll do you proud

3.1 Layout principles for Residential print DR
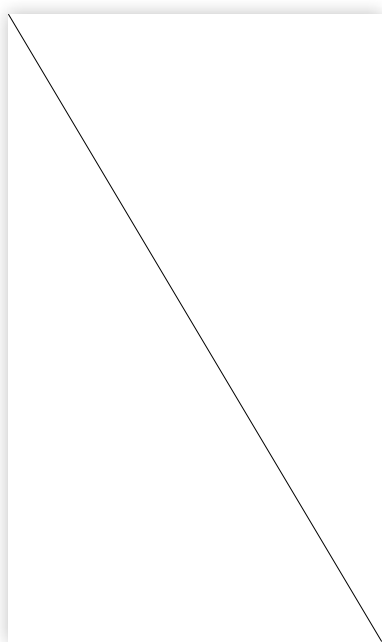
Step 1: The diagonal
The diagonal is used to help create the sizes of the border, corner roundness and logo size.
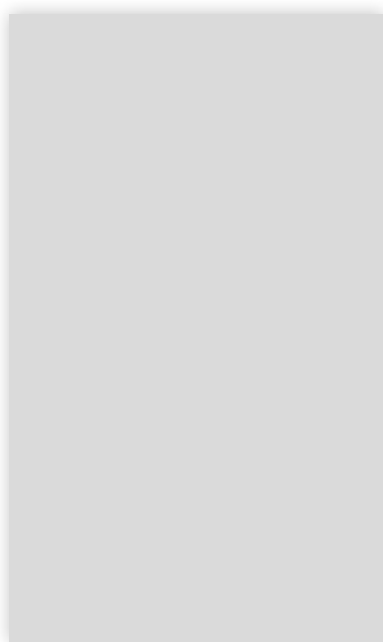
Step 2: The colour
Set your boxes and fill with desired colour as per the guidelines.
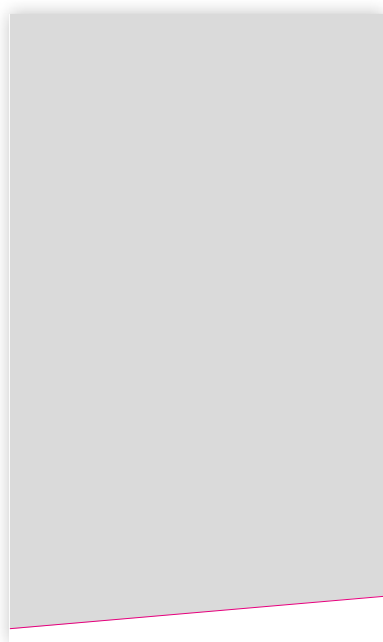
Step 3: The slant
Set the slant at 5°.
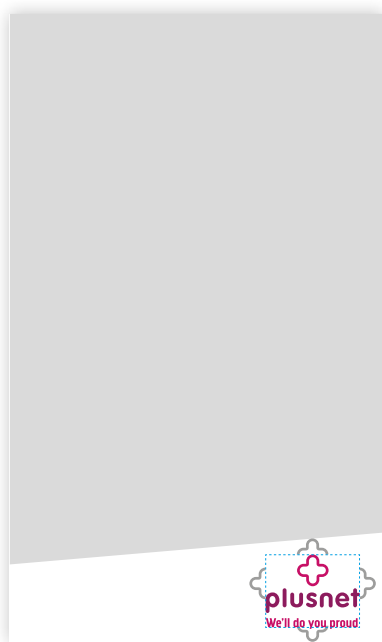
Step 4: The logo
Dividing the diagonal measurement by 10 provides you with the height of the logo.

Multiplying the border width by 1.5 provides the positioning of the logo from the right.

Using the logo's exclusion zone provides the height of the bottom panel.

Step 5: Joe and the copy
Joe is placed on the left with his legs coming out of the slant, with the copy to his right.
The CTA is placed in the base on the left hand side the same distance from the edge as the logo.

3.1 Layout principles for Residential print DR

Headlines can be broken into two sizes of Plusnet Creighton Pro Bold. The example shows 'Unlimited Broadband' as the lead headline, followed by the sub head on two lines below at roughly half the size. Below that at approximately the same size is the call to action, set in Plusnet Creighton Pro Regular.

Sizing is an approximate guideline and not a fixed measurement because it must be dependent on the length of the headlines which must confidently occupy the available space without crowding it.

Full stops can appear in body copy when more than one sentence is used, but are not to be used in headlines or sub-heads. When using bullet points, full stops only need to be used on the final bullet.

Ampersands should only be used to replace 'and' in instances where a certain product is being mentioned, e.g. 'broadband & UK calls' or 'evening & weekend calls'. This may be necessary in headlines where space is limited, however it is not a mandated change and 'and' can still be used if space allows. The only exception to this should be 'Terms & Conditions' or 'T&Cs' and 'postage & packaging'. The ampersand should not be used to replace 'and' in any other circumstances.

Background
Solid colour from colour palette.

Joe
Coming out of the slant to add depth

Plusnet Creighton Pro Regular:
Call to action.

Legals
Helvetica Neue LT Pro 57 condensed 5.5pt.

The corner flash:
Used for secondary message.

Plusnet Creighton Pro Bold:
Upper or lowercase

Plusnet Creighton Pro Regular:
Sub heads, Body copy.

Starburst:
Used for primary offer message

Angle
5º

Logo
10% of diagonal measurment

Advertisement content

Offer ends 8TH MARCH

UNLIMITED BROADBAND FREE FOR 12 MONTHS

£9.99 a month thereafter.
When you take £14.50 line rental

HALF PRICE for 9 months

0800 5875823
plus.net

plusnet
We'll do you proud

*Available to new Plusnet Business customers who sign up to a 12 month contract and take Plusnet Unlimited Business Broadband with UK Anytime call plan and Line Rental. For customers signing up by 13th April 2016 at www.plus.net/business or by calling 0800 5875823. For Unlimited Business Broadband, if you are located in a low cost area and take UK Anytime call plan at £4.00 a month and Line Rental at £12.50 a month you pay £1.00 a month for the first 12 months, then based on the current price, £15.00 a month from month 13 (otherwise £6.00 a month for the first 12 months, then based on the current price, £20.00 a month from month 13). Traffic prioritisation applies. Router delivery of £4.99 applies, should you choose one. Prices exclude VAT at 20%. Prices and terms may vary at any time during the contract. We'll tell you about important changes in advance.

Plusnet production guidelines

## 3.2 Layout principles for Residential print brand

Step 1: **The diagonal**
The diagonal is used to help create the sizes of the border, corner roundness and logo size.

Step 2: **The colour**
Set your boxes and fill with desired colour as per the guidelines.

Step 3: **The slant and the corners**
Set the slant at 4°.

Step 4: **The logo**
Dividing the diagonal measurement by 10 provides you with the height of the logo. Multiplying the border width by 1.5 provides the positioning of the logo from the right. Using the logo's exclusion zone provides the height of the bottom panel.

Step 5: **Joe and the copy**
Joe is placed on the right with the copy to his left. The CTA is placed in the base on the left hand side the same distance from the edge as the logo.

3.2 Layout principles for Residential print brand

Typography follows the same rules as print

Background
Solid colour from
colour palette.

**Plusnet Creighton
Pro Bold:**
Upper or lowercase

IPSUM VELLIS SECTURIUS DOLOR INT DI LOREM

Joe
To the right
or left of
the copy

Angle
4°

**Plusnet Creighton
Pro Regular:**
Call to action.

0800 5875823
plus.net

plusnet
We'll do you proud

Logo
10% of diagonal
measurment

Plusnet production guidelines

3.3 Layout principles for Residential digital
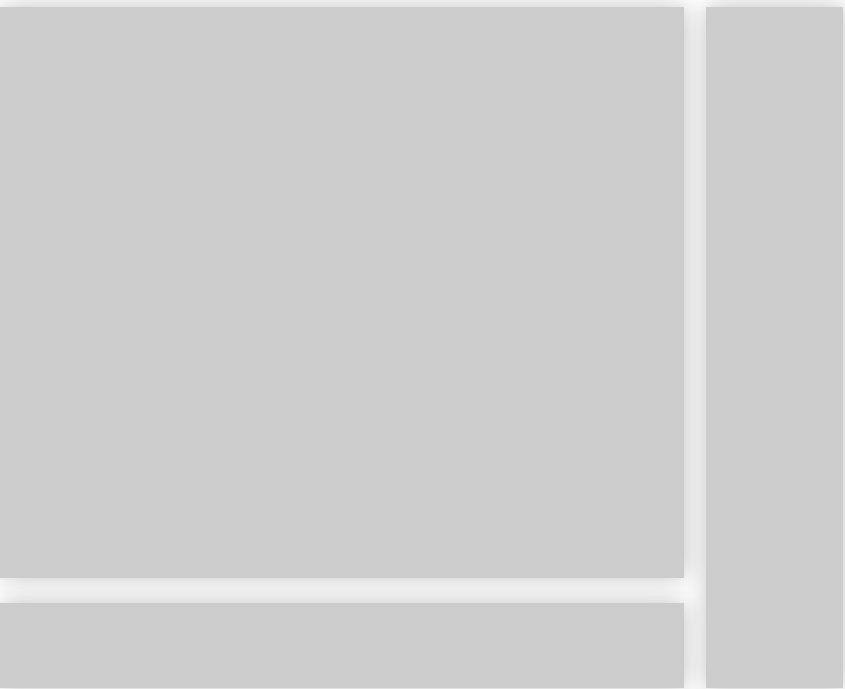
Step 1: **The colour**
Set your boxes and fill with desired colour as per the guidelines.
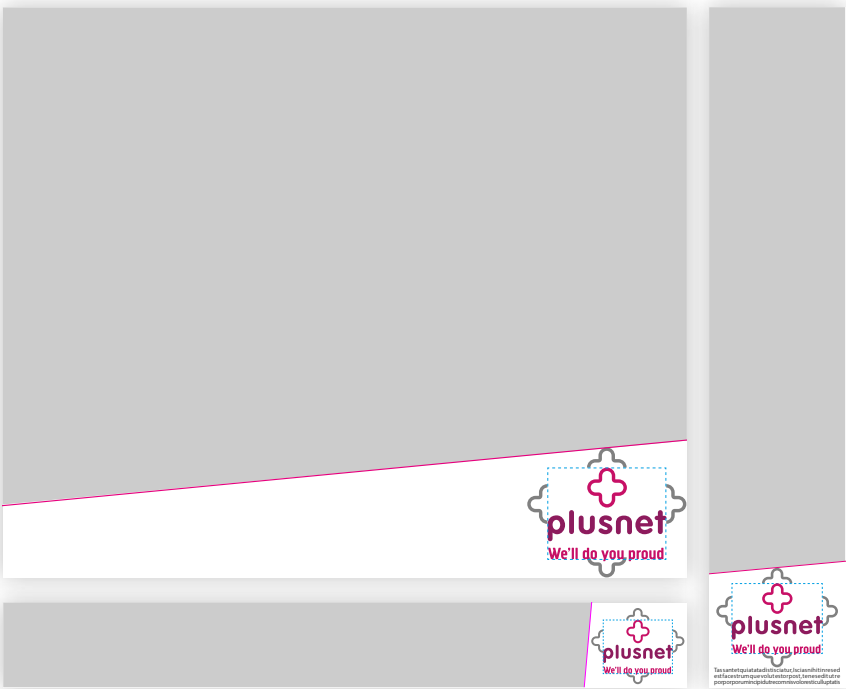
Step 2: **The slant and the logo**
Set the slant at 5º.
Dividing the diagonal measurement by 10 provides you with the height of the logo, and the logo's exclusion zone provides the height of the bottom panel.
The logo's minimum size can be no lower than 45px high.

Step 3: **Joe and the copy**
Joe and copy are placed for best fit

NB: **Please ensure Joe features on end frame at a minimum when developing digital banners.**

Plusnet production guidelines

3.3 Layout principles for Residential digital

Typography for digital display use follows the same rules as print

Background
Solid colour from
colour palette.

UNLIMITED BROADBAND FREE FOR 12 MONTHS

£9.99 a month thereafter.

Angle
5°

Call to action:
82px wide.

Find out more ▸

Tas santet quiatata distisc iatur,Iscias nihit in resed est facestrum que volut estorpo.

plusnet
We'll do you proud

UNLIMITED BROADBAND FREE FOR 12 MONTHS
£9.99 a month thereafter.
Find out more ▸

plusnet
We'll do you proud

UNLIMITED BROADBAND FREE FOR 12 MONTHS
£9.99 a month thereafter.
Find out more ▸

HALF PRICE for 9 months

plusnet
We'll do you proud

**Plusnet Creighton
Pro Bold:**
Upper or lowercase
depending on creative

Plusnet Creighton Pro Regular:
Sub heads, Body copy.

Starburst:
Used for primary
offer message

Legals
Helvetica Neue LT Pro
57 condensed 5.5pt.

Plusnet production guidelines

3.4 Layout principles for Residential email

Desktop email examples 600px wide

Mobile email example

Header:
Left aligned logo
60px wide, 10px padding

Hero image:
Joe to overlap creative title

40px space

Text indent
40px

Footer:
Made up of navigation bar, unsubscribe
text link and terms and conditions.

Signature module:
Sign off module - can stay consistent across
all emails or be tailored to campaign

BUSINESS CREATIVE AND DESIGN

Creating for Business

plusnet

We'll do you proud

4.1 Business layout mandatories - Joe

Joe is to be used in all Business advertising and communications to ensure clear brand attribution. He should be recognisable as Plusnet Joe (jeans, check shirt, face clearly visible) but also communicating that this is an ad for Business, not Residential.

So far, we have used Joe dressed as different types of small businessmen.

Other business cues might be putting Joe in a business environment or having him holding props that relate to small businesses.

In terms of demeanour, Joe may appear slightly more proud and business-like than in Residential to reflect the more polished, professional tone of Business. However, we should aim to retain the cheerful demeanour that gives Joe and Plusnet its unique personality.

A Business Joe must appear on all visual assets to ensure brand takeaway. This includes the use of background gradients.
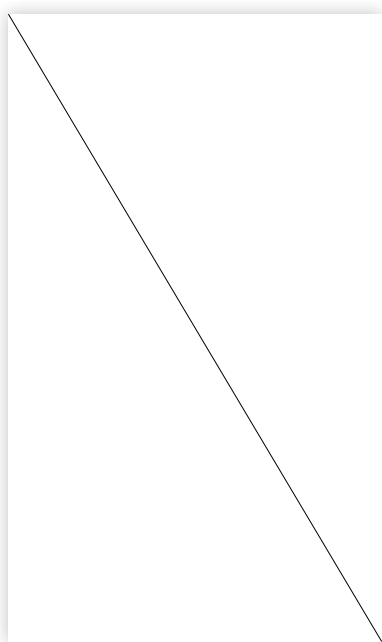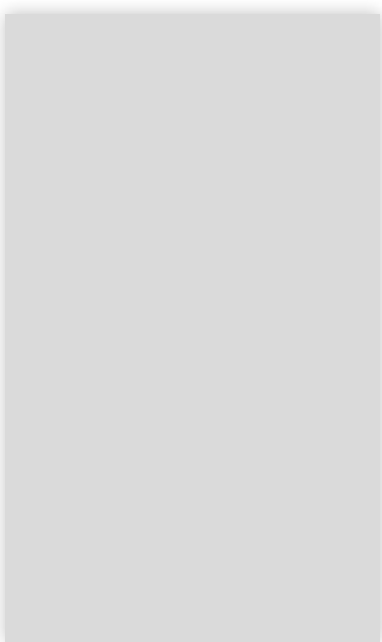
A BUSINESS JOE IS MANDATORY

4.2 Layout principles for Business print DR

Step 1: The diagonal
The diagonal is used to help create the sizes of the border, corner roundness and logo size.

Step 2: The colour
Set your boxes and fill with desired colour as per the business guidelines.
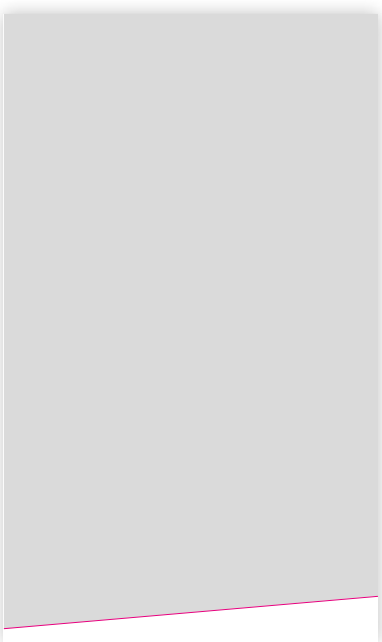
Step 3: The slant
Set the slant at 5º.
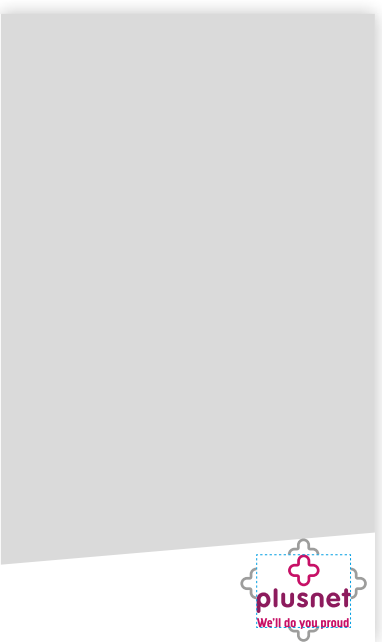
Step 4: The logo
Dividing the diagonal measurement by 10 provides you with the height of the logo, and the logo's exclusion zone provides the height of the bottom panel.

Step 5: Joe and the copy
Joe is placed on the left with his legs coming out of the slant.
The copy is placed to the right of Joe.

4.2 Layout principles for Business print DR

All copy is to be set in sentence case with the specific exception of key words within the additional graphic shapes which can be given special emphasis with capital letters.

Full stops can appear in body copy when more than one sentence is used, but are not to be used in headlines or sub-heads. When using bullet points, full stops only need to be used on the final bullet.

Ampersands should only be used to replace 'and' in instances where a certain product is being mentioned, e.g. 'broadband & UK calls' or 'evening & weekend calls'. This may be necessary in headlines where space is limited, however it is not a mandated change and 'and' can still be used if space allows. The only exception to this should be 'Terms & Conditions' or 'T&Cs' and 'postage & packaging'. The ampersand should not be used to replace 'and' in any other circumstances.

Background
Solid colour from business colour palette,

Joe
Placement can be flexible depending on creative

Plusnet Creighton Pro Regular:
Call to action

Legals
Helvetica Neue LT Pro 57 condensed 5.5pt

The corner flash:
Used for secondary message

Plusnet Creighton Pro Bold:
Upper or lowercase depending on creative

Plusnet Creighton Pro Regular:
Body copy

Roundell:
Used for primary offer message

Angle
5º

Logo
10% of diagonal measurment

BUSINESS BROADBAND

Offer ends 13TH APRIL

THE BUSINESS BUNDLE THAT DOESN'T COST A BUNDLE

Don't miss out on Unlimited Business Broadband, UK Anytime calls* and 24/7 customer support, all from just £5 a month plus line rental.
Prices exclude VAT at 20%.

That's how we do business.

FROM JUST
£5.00
A MONTH
for 12 months plus
£12.50 line rental

Get in touch today
0800 5875823
plus.net/business

plusnet
We'll do you proud

*Available to new Plusnet Business customers who sign up to a 12 month contract and take Plusnet Unlimited Business Broadband with UK Anytime call plan and Line Rental. For customers signing up by 13th April 2016 at www.plus.net/business or by calling 08005875823. For Unlimited Business Broadband, if you are located in a low cost area and take UK Anytime call plan at £4.00 a month and Line Rental at £12.50 a month you pay £1.00 a month for the first 12 months, then based on the current price, £15.00 a month from month 13 (otherwise £6.00 a month for the first 12 months, then based on the current price, £20.00 a month from month 13). Traffic prioritisation applies. Router delivery of £4.99 applies, should you choose one. Prices exclude VAT at 20%. Prices and terms may vary at any time during the contract. We'll tell you about important changes in advance.

4.3 Layout principles for Business print brand

Step 1: The diagonal
The diagonal is used to help create the sizes of the border, corner roundness and logo size.

Step 2: The colour
Set your boxes and fill with desired colour as per the business guidelines.

Step 3: The slant
Set the slant at 4°.

Step 4: The logo
Dividing the diagonal measurement by 10 provides you with the height of the logo. Multiplying the border width by 1.5 provides the positioning of the logo from the right. Using the logo's exclusion zone provides the height of the bottom panel.

Step 5: Joe and the copy
Joe is placed on the right with the copy to his left. The CTA is placed in the base on the left hand side the same distance from the edge as the logo.

Plusnet production guidelines

4.3 Layout principles for Business print brand

Typography follows the same rules as print.

Background
Solid colour
from business
colour palette.

**Plusnet Creighton
Pro Bold:**
Headlines, Headings.

**Plusnet Creighton
Pro Regular:**
Sub heads,
Body copy.

**Plusnet Creighton
Pro Regular:**
Call to action.

SMALL BUSINESSES OF BRITAIN! WE'RE ON YOUR SIDE.

We understand that running your business can be
a round-the-clock job.

So at Plusnet you'll have our dedicated business
customer support team on hand to help 24/7.

0800 5875823
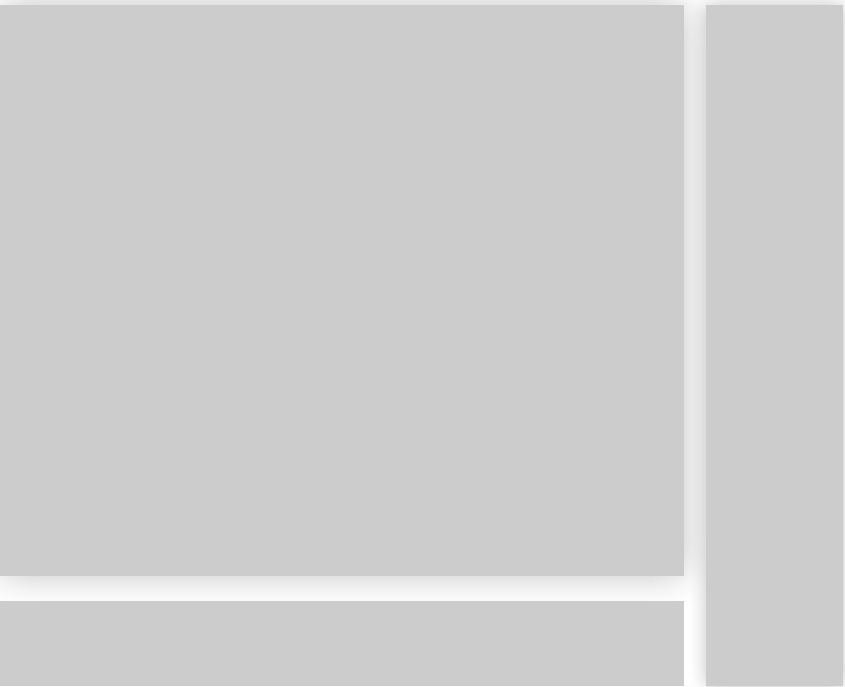**plus.net**

Joe
To the right
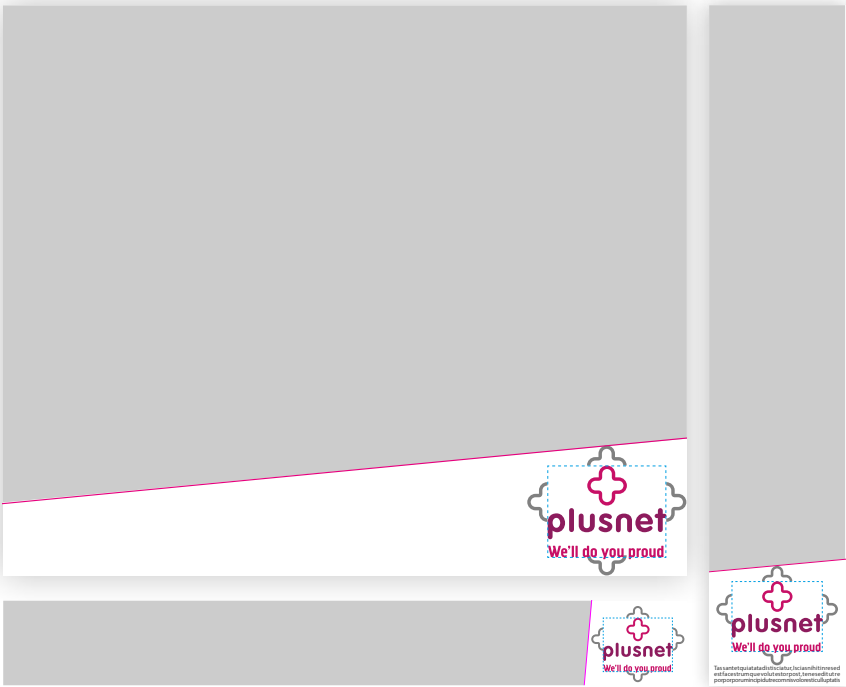of the copy

Angle
4º

Logo
10% of diagonal
measurment

plusnet
We'll do you proud

Plusnet production guidelines

4.4 Layout principles for Business digital

Step 1: The colour
Set your boxes and fill with desired colour on all sizes as per the business guidelines.

Step 2: The slant and the logo
Set the slant at 5°.
Dividing the diagonal measurement by 10 provides you with the height of the logo, and the logo's exclusion zone provides the height of the bottom panel.
The logo's minimum size can be no lower than 45px high.

Step 3: Joe and the copy
Joe and copy are placed for best fit

Plusnet production guidelines

4.4 Layout principles for Business digital

Typography for digital display use follows the same rules as print

Background
Solid colour
from business
colour palette.

BUSINESS BROADBAND

**DEDICATED 24/7
BUSINESS CUSTOMER
SUPPORT TEAM**

plusnet
We'll do you proud

Angle
5°

Call to action:
82px wide

Find out more ▸

BUSINESS BROADBAND

**DEDICATED 24/7 BUSINESS
CUSTOMER SUPPORT TEAM.**

Find out more ▸

plusnet
We'll do you proud

BUSINESS BROADBAND

**SMALL
BUSINESSES
OF BRITAIN!
WE'RE ON
YOUR SIDE.**

Find out more ▸

plusnet
We'll do you proud

Plusnet Creighton Pro Bold:
Upper or lowercase
depending on creative

Legals
Helvetica Neue LT Pro
57 condensed 5.5pt

Plusnet production guidelines

4.5 Layout principles for Business email

Desktop email examples 600px wide

Mobile email example

Header:
Left aligned logo
60px wide, 10px padding

Hero image:
5° angle - left to right

40px space

Text indent
40px

Text module:
10px padding
CTA 10px space from shortest side of slant (when left aligned)

Signature module:
Sign off module - can stay consistent across
all emails or be tailored to campaign

Footer:
Made up of navigation bar, unsubscribe
text link and terms and conditions.

4.6 Business DR graphic elements

Business broadband tab:

At Plusnet we have a single logo for both Business and Residential. It's straightforward and simple to manage across the various channels we operate in.

It means we have to look for other ways to signify the difference between Business and Residential activity. The business tab was introduced to do just that.

We use the tab in all of our press & display activity. The tab should be used in the top left hand corner of all media. The only exception is in display where the skyscraper format dictates we centralise the tab at the top.

BUSINESS BROADBAND

Plusnet production guidelines

5.1 Contact details

For all internal queries please contact:

Brand team
Plusnet marketing team

If required, please contact Karmarama:
email: studio@karmarama.com