

Precision + Style

Richard Burbidge

Brand Identity Guidelines

VERSION 01 2020



**Richard
Burbidge**

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INTRODUCTION

These brand guidelines are set out to ensure that Richard Burbidge communications are presented in a clear and consistent way to all our audiences, both internal and external. They are not designed to restrict creativity and freedom of expression, but to guide and inspire, enabling the Richard Burbidge brand to be always fresh and surprising.

By adhering to the guidelines, we can create a strong sense of identification with our customers and markets, and develop a consistent customer experience across all forms of communication from ads and brochures to website content and van livery. Adopting a consistent look and tone of voice will also help us to stand out in an increasingly competitive national and international marketplace.



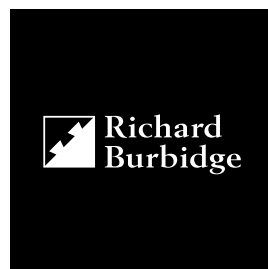
OUR BRANDMARK

Central to our visual identity is our brandmark. This, along with the other elements in this guide, provides the basis of clear and consistent brand communication across all applications.

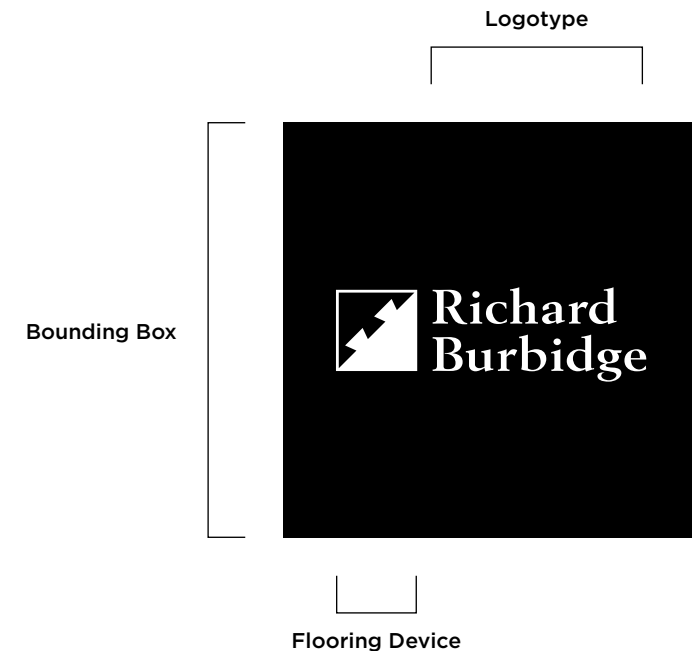
The brandmark consists of three component parts: The **Logotype**, the **Flooring Device** and the **Bounding Box**. The arrangement of these components must not be altered, redrawn or distorted in any way. There are special rules to follow when the brandmark bleeds off the edge of a page (see page 06).

Minimum size

We recommend that the minimum height of the Logotype is no less than 8mm in all applications.



8mm Logotype min height

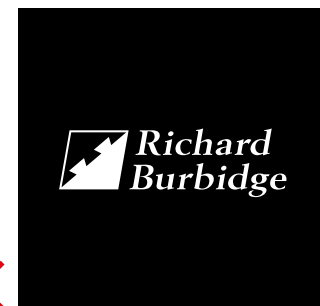
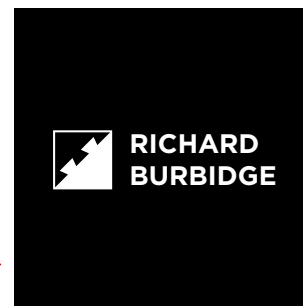
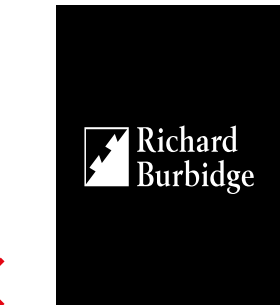
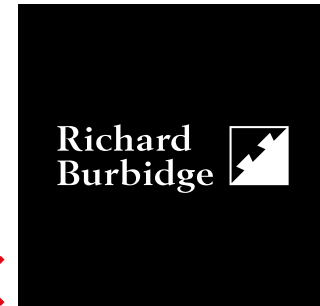
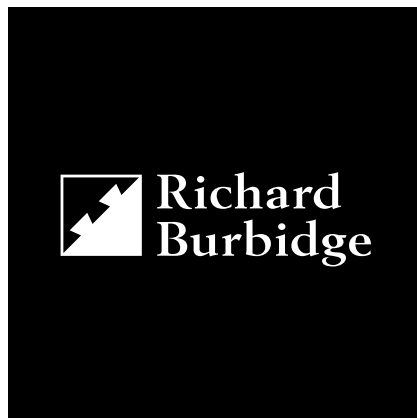


BRANDMARK DO'S & DON'TS

Consistency of our branding is vitally important in all aspects of our communication activity.

Do please request original brandmark master artwork files from us. (The brandmark is available in a variety of digital file formats.)

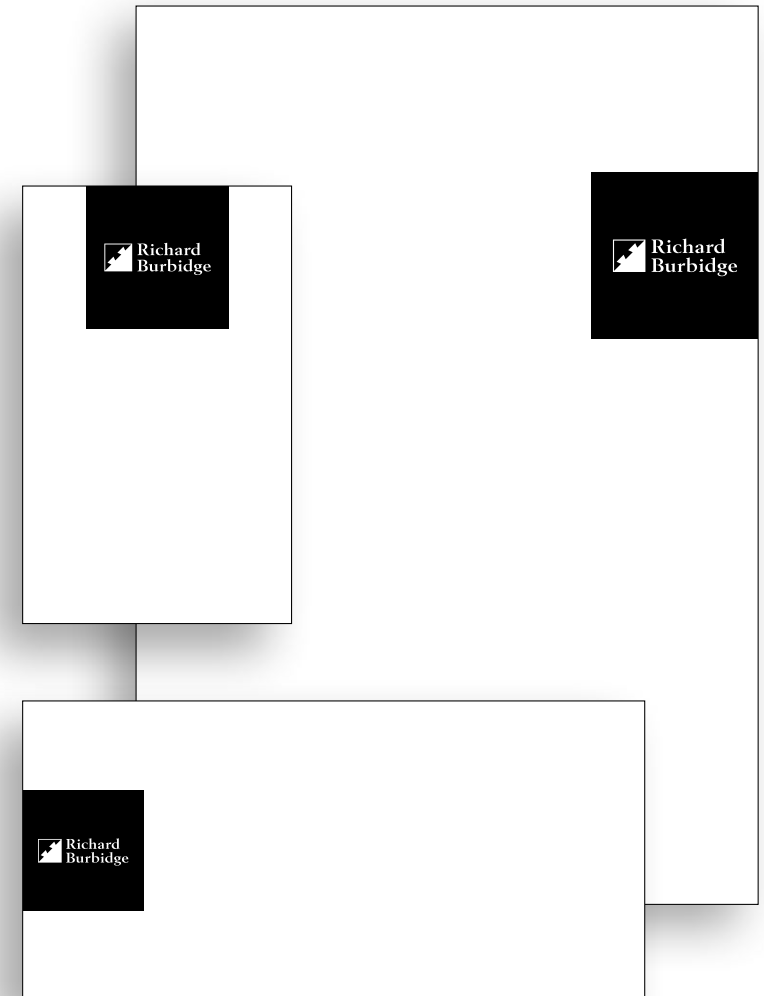
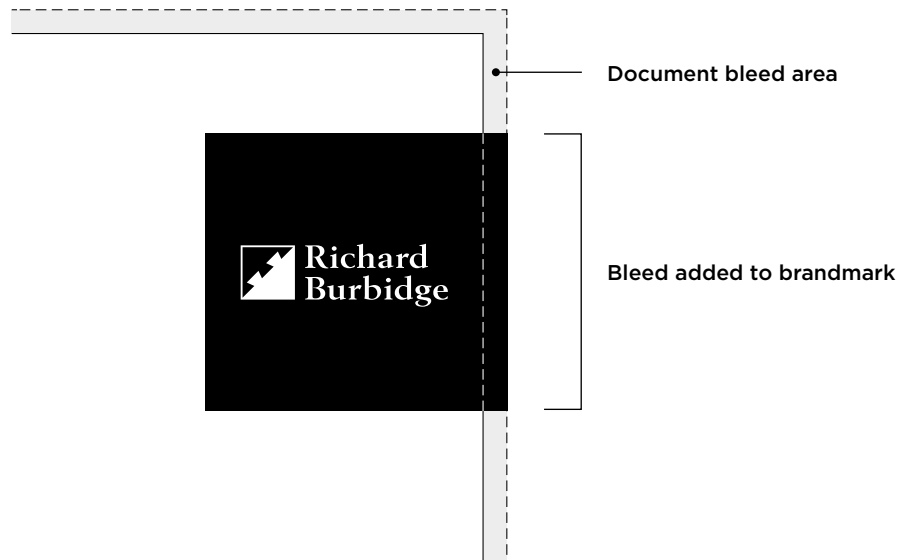
Don't attempt to redraw, recreate, re-colour or alter the components of the brandmark.



POSITIONING THE BRANDMARK

In most usage situations the brandmark will bleed off the right hand edge of the communication material. If required, the brandmark may be positioned to bleed off the top edge or the left edge. In the case of some items (e.g. business cards, see page 11) the brandmark may be positioned to bleed off more than one edge.

Always ensure you add the required amount of bleed to the correct edge of the brandmark for your particular application.



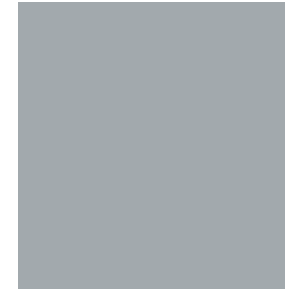
OUR COLOUR PALETTE

Our colour palette is carefully curated to reflect our personality.

While our main colours are black and cool grey, a range of supporting accent colours are available to add drama and emphasis when you need them.



PMS Black 6 EC
C100 M61 Y32 K96
R16 G24 B32
HEX 101820



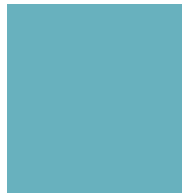
PMS 429 EC
C35 M23 Y19 K2
R162 G170 B173
HEX A2AAAD



PMS 447 EC
C3 M90 Y65 K28
R164 G52 B58
HEX A4343A



PMS 437 EC
C44 M51 Y39 K24
R123 G100 B105
HEX 7B6469



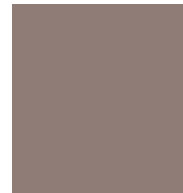
PMS 7709 EC
C60 M6 Y17 K1
R99 G177 B188
HEX 63B1BC



PMS Warm Grey 7 EC
C35 M34 Y36 K11
R150 G140 B131
HEX 968C83



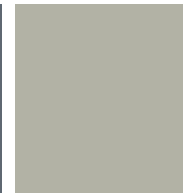
PMS 7530 EC
C29 M32 Y38 K9
R163 G147 B130
HEX A39382



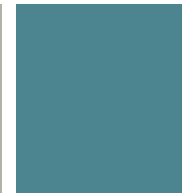
PMS 4090 EC
C32 M46 Y45 K21
R143 G115 B104
HEX 8F7368



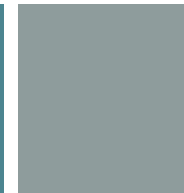
PMS 431 EC
C63 M45 Y34 K25
R91 G103 B112
HEX 5B6770



PMS 7537 EC
C32 M21 Y28 K3
R167 G172 B162
HEX A7ACA2



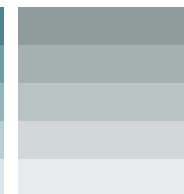
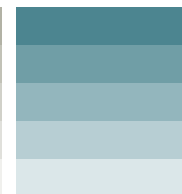
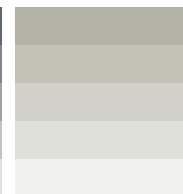
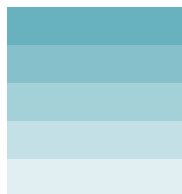
PMS 5483 EC
C68 M23 Y28 K14
R79 G134 B142
HEX 4F868E



PMS 443 EC
C43 M25 Y26 K5
R145 G157 B157
HEX 919D9D



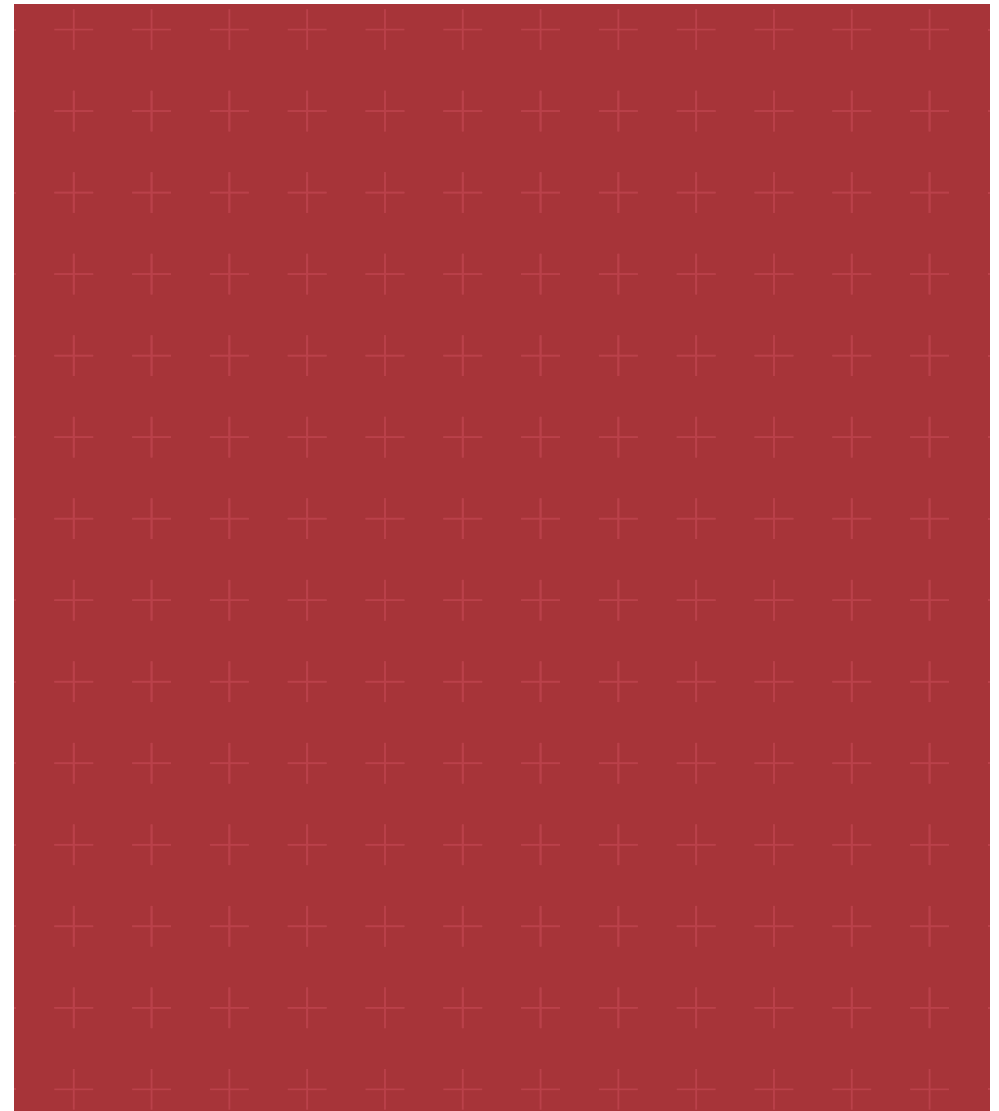
PMS 427 EC
C14 M8 Y4 K0
R208 G211 B212
HEX D0D3D4



GRAPHIC BACKGROUND

The Plus sign from the Richard Burbidge graphics palette is used to create a repeat pattern on a coloured background. This distinctive grid is suggestive of a designers 'graph' paper, or guidelines on an architectural drawing, as well as outlining regular sets of steps in every direction. As well as creating an attractive and memorable pattern it is completely fitting for a theme of precision and of style.

The branding 'wallpaper' is a useful graphic device that can pull together a variety of items, from brochures to packaging to websites to advertising, using this recognisable and stylish decorative background design.



TYPOGRAPHY

Our typography communicates with clarity and legibility across all brand communication. Our typeface of choice is Gotham, a contemporary sans-serif font family that balances geometric precision with style and craftsmanship. The Gotham family includes an extensive range of weights and italics. Arial can be used where Gotham is not available (e.g. Powerpoint).

Gotham Book

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !£\$%&*()<>?-/

Gotham Bold

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !£\$%&*()<>?-/

Gotham Medium

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !£\$%&*()<>?-/

Arial

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !£\$%&*()<>?-/

tone of voice

As a company with vast experience and a rich heritage of craftsmanship we should be proud and authoritative without appearing complacent. As a confident company we don't need to complicate things. We should speak and write in a knowledgeable and supportive manner and avoid using jargon or clichés.

When writing any form of communication for Richard Burbidge, the tone of voice should always be engaging and informative, whilst maintaining a warm and approachable feel. Check that you are projecting a personality that's:

AUTHORITATIVE No-one has more experience or expertise in our field, and that knowledge should come across.

POSITIVE Remember that we have a 'make it happen' mind set and be positive about what can be achieved.

CLEAR Although our business is highly technical and high spec, always use clear, simple, understandable language that doesn't lapse into impenetrable jargon.

HELPFUL Whether addressing colleagues or clients, include information that will be helpful in achieving your purpose – specifying, for example, the next step to be taken.

language

Appropriate use of language and terminology is an important part of carrying the brand forward. Our tone of voice should encompass words and phrases that are compelling, relevant and motivational, used in sentences that aren't over long and off-putting. Clichés and jargon should be avoided, along with any form of language that could be construed as flippant or in poor taste.

PROPOSITION

There are three elements to the proposition:

Richard Burbidge products are machined to a higher level of precision, so they fit together better; and they are made from better quality materials, so they look and feel better; and they are finished, packaged and presented with better quality control, so they are a better finished product. And everyone wants a better quality if they can have it, a better quality product looks and lasts better so in the long run may even work out to be more economical.

Plus style. A range of classic to contemporary products mean a winning design for every environment.

Plus a 'plus' sign. A graphic device that helps the proposition stand out, it suggests mathematical accuracy, economy of purpose and is nothing if not positive.

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PHOTOGRAPHY

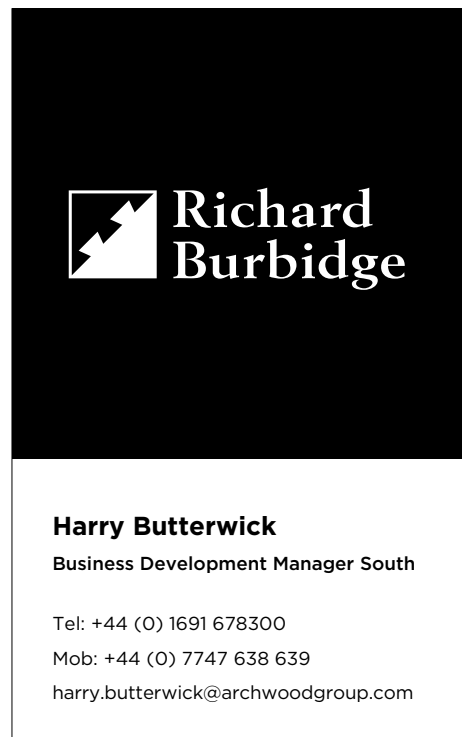
Combining forensic close-up detail with stunning roomset photography is how we bring Precision + Style graphically to life.



APPLICATION EXAMPLES : STATIONERY



Business card shown with brandmark
bleeding off three edges



With compliments

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harry.butterwick@archwoodgroup.com



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Richard Burbidge Burbidge House Chirk Wrexham LL14 5RL
Customer Service: 01691 678 300 Technical Support: 01691 678 212 Email: info@richardburbidge.co.uk www.richardburbidge.com
Richard Burbidge Limited Registered in England and Wales No 2037421

APPLICATION EXAMPLES : LITERATURE



APPLICATION EXAMPLES : ADVERTISING

**ELEMENTS+ Stair Systems**

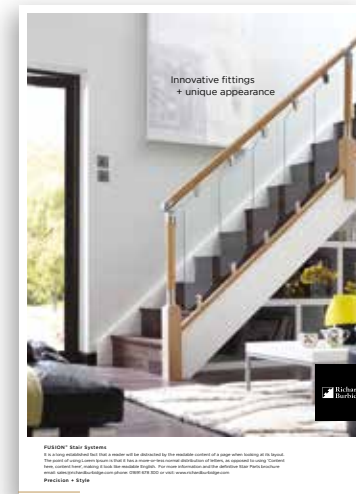
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. For more information and the definitive Stair Parts brochure email: sales@richardburbidge.com phone: 01691 678 300 or visit: www.richardburbidge.com

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**IMMIX+ Stair Systems**

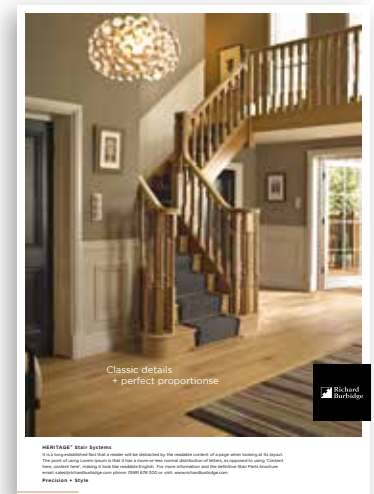
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Precision + Style



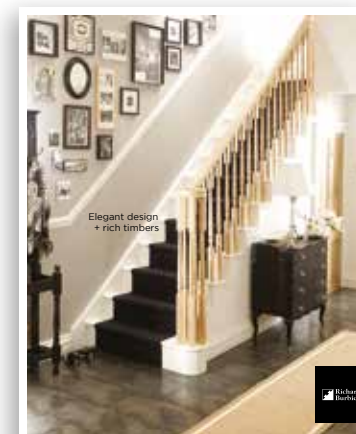
FUSION+ Stair Systems
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. For more information and the definitive Stair Parts brochure email: sales@richardburbidge.com phone: 01691 678 300 or visit: www.richardburbidge.com

Precision + Style



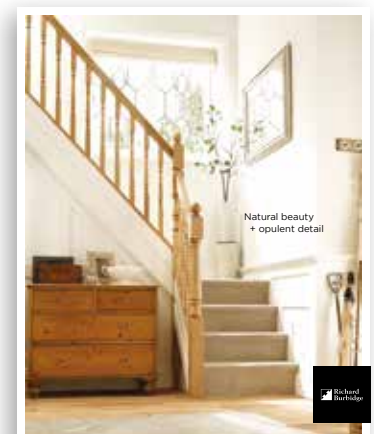
HERITAGE+ Stair Systems
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. For more information and the definitive Stair Parts brochure email: sales@richardburbidge.com phone: 01691 678 300 or visit: www.richardburbidge.com

Precision + Style



CLASSIC+ Stair Systems
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. For more information and the definitive Stair Parts brochure email: sales@richardburbidge.com phone: 01691 678 300 or visit: www.richardburbidge.com

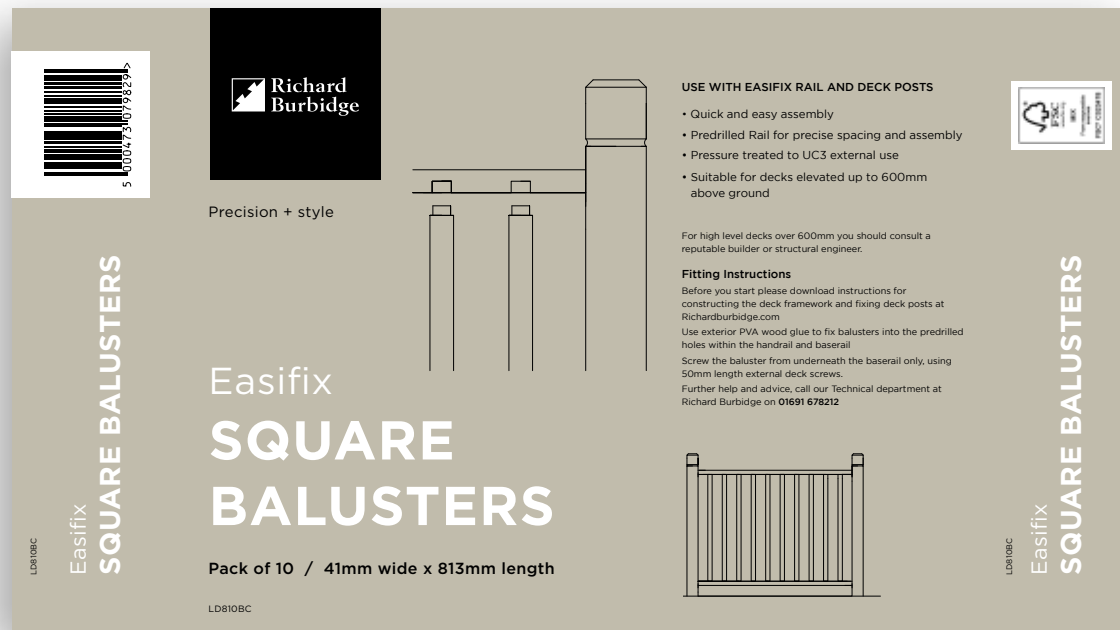
Precision + Style



TRADEMARK+ Stair Systems
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. For more information and the definitive Stair Parts brochure email: sales@richardburbidge.com phone: 01691 678 300 or visit: www.richardburbidge.com

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APPLICATION EXAMPLES : PACKAGING



APPLICATION EXAMPLES : POINT OF SALE



Richard Burbidge

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Decorative Mouldings

- CORNERS
- COVERS
- DECORATIVE
- DOORS
- FLOORS
- WINDOWS
- STRIPWOODS
- DOWELS

Pick up a brochure or visit: www.richardburbidge.com



Richard Burbidge

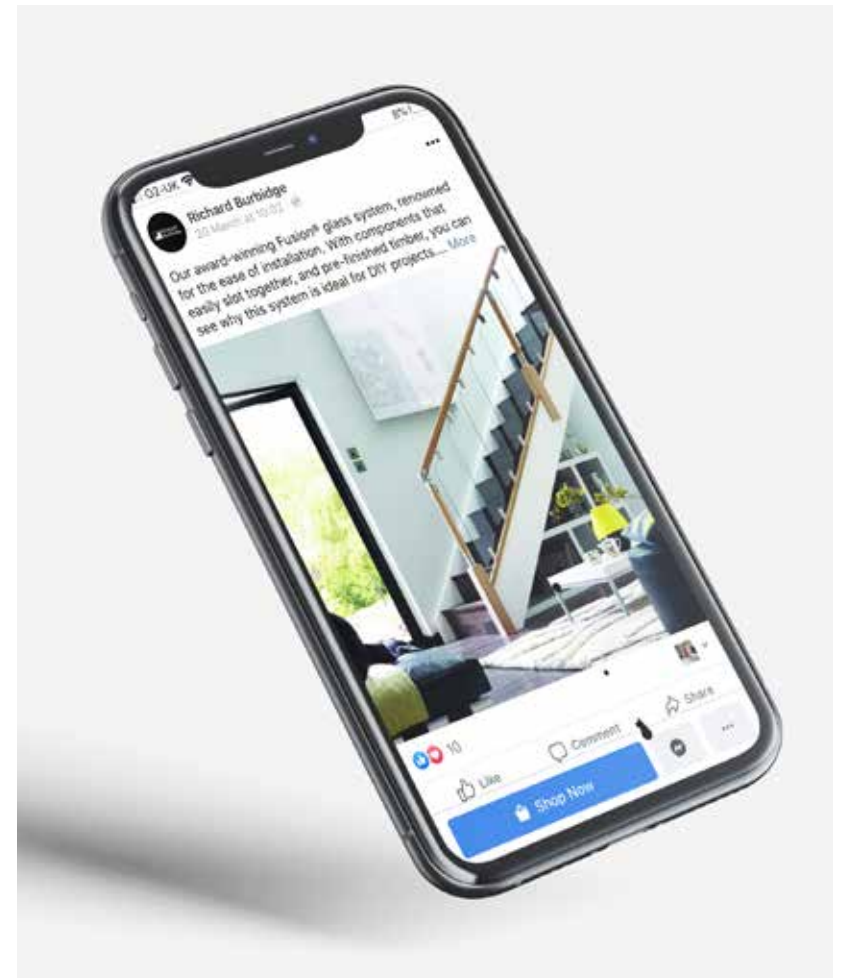
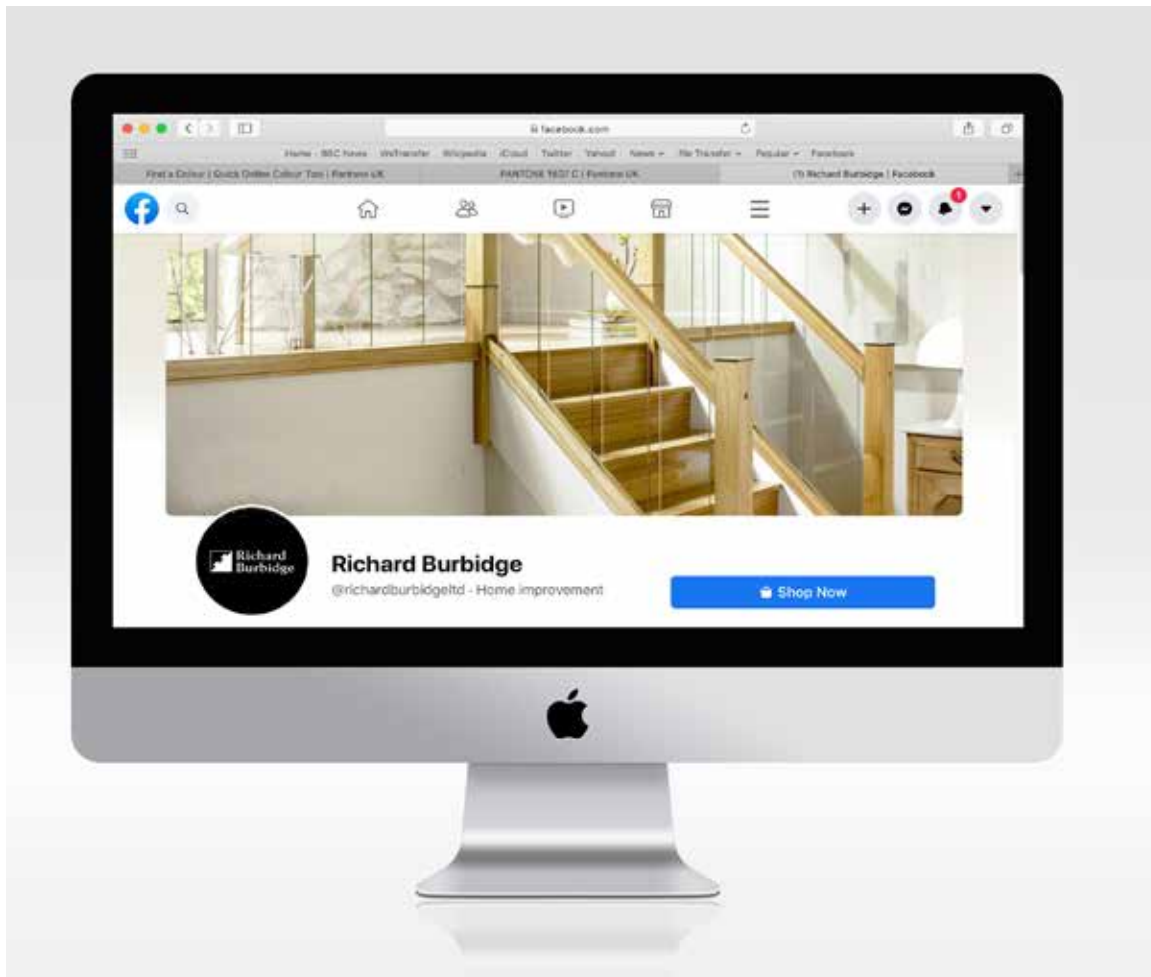
**Precision
+ Style**

Decorative Mouldings

- CORNERS
- COVERS
- DECORATIVE
- DOORS
- FLOORS
- WINDOWS
- STRIPWOODS
- DOWELS

Pick up a brochure or visit: www.richardburbidge.com

APPLICATION EXAMPLES : DIGITAL



APPLICATION EXAMPLES : POWERPOINT

A master PowerPoint file is available containing background options and style setters for various slide layouts.

Presentation Title

Sub Heading

Date 00/00/0000



Heading Style

Sub Heading Style

This is the style for body copy. This is the style for body copy. This is the style for body copy. This is the style for body copy. This is the style for body copy. This is the style for body copy.



Heading Style

Sub Heading Style

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Sub Heading Style

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CONTACT

Please contact us to request original brandmark asset files. We are also on hand if you have any questions or need advice when using these guidelines.

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Ffion Hughes – Marketing Apprentice

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