



Travis Perkins plc  
**Managed  
Services**

# Brand Guidelines

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**“We work to build and support communities through long-term partnerships.”**



# Our Values

## **“Creating efficiencies, delivering results”**

As a team we are committed to working positively and collaboratively to deliver customer satisfaction and decent returns for the business. We do this by ensuring that we work alongside our core values:

### **Delivering on our promises**

With a commitment to the highest standards, we can be relied upon to always do exactly as we promise. We are trustworthy, efficient and hard working, every time.

### **Collaborating to create success**

The best results come from working together. Our approach is to build sustainable, long-term partnerships, combining our strengths with our customers to build a shared vision of success.

### **Operating with integrity**

A spirit of open, honest communication is central to who we are. Whether dealing with customers, suppliers, coworkers or shareholders, we can be trusted to deliver our best, and take pride in the communities we represent.

### **With passion for what we do**

We believe passionately in the value and benefits we bring to our customers and communities alike. We strive to excel in every aspect of our work, going above and beyond to build sustainable partnerships with long term results.



# Our Social Values

## **“Your community partner”**

Our mission is to make significant positive change within the communities where we work, encouraging sustainable communities which are vibrant, healthy, safe and where individuals thrive. We do this by ensuring that we work alongside our core values:

### **Support employment and economic opportunities within the community**

Tackle unemployment and facilitate the development of skills in our communities. Support local SMEs to ensure economic growth is sustainable.

### **Promote community involvement and resident engagement**

Encourage resident participation and promote an active community.

### **Promote environmental sustainability**

Help our customers reduce their own environmental impact and support community improvements in all aspects of the environment.

### **Promote social progress and equality**

Support communities and individuals in the greatest need or facing the greatest disadvantage to tackle deprivation.



# Structure

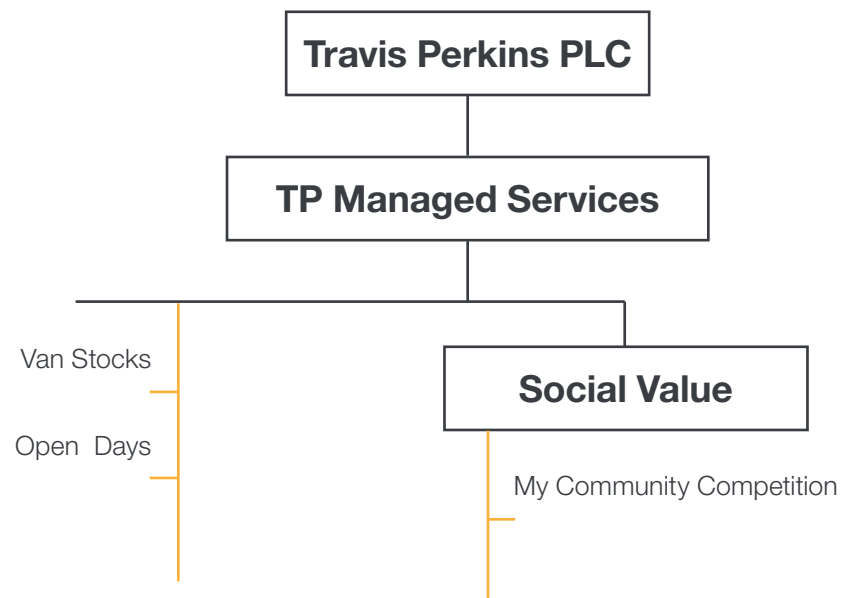
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TP Managed Services is part of the Travis Perkins PLC group. Formed in 2004, we provide supply chain solutions to organisations whose repairs and maintenance operations consist of a Direct Labour Organisation (DLO).

Using the wider Travis Perkins branch network, logistics expertise and supply chain leverage, we deliver bespoke solutions to our customers both nationally and locally. Our operations can be broadly split into the following categories:

Social Housing  
Defence  
NHS  
Facilities Management

Within the TP Managed Services brand, we use distinct visual styles for the different parts of our messaging:



# TP Managed Services Logos

## Clear Space

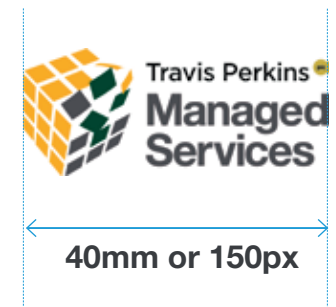
The TP Managed Services logo must stand out and communicate effectively. This needs to reflect the clear vision of the brand. For this reason clear space must be used around the TP Managed Services logo.

MINIMUM CLEAR SPACE = 1X



## Minimum size

The TP Managed Services Logo should never be smaller than 40mm in print and 150px width online to allow for maximum legibility.



# TP Managed Services Social Value Logo

## Clear Space

The TP Managed Services Social Value logo must stand out and communicate effectively. This needs to reflect the clear vision of the brand. For this reason clear space must be used around the TP Managed Services Social Value logo.

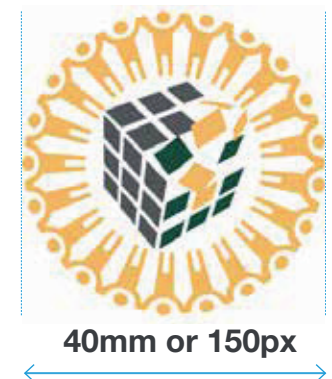
MINIMUM CLEAR SPACE = 1X



## Minimum size

Where the width of the TP Managed Services Social Value Primary logo is restrictive please use the secondary logo.

The TP Managed Services Social Value secondary logo should never be smaller than 40mm in print and 150px width online to allow for maximum legibility.







# Logos

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Incorrect usage of our logos include:

Changing any of the colours

Distorting its proportions

Placing over an image

Ignoring the logos clear space guideline

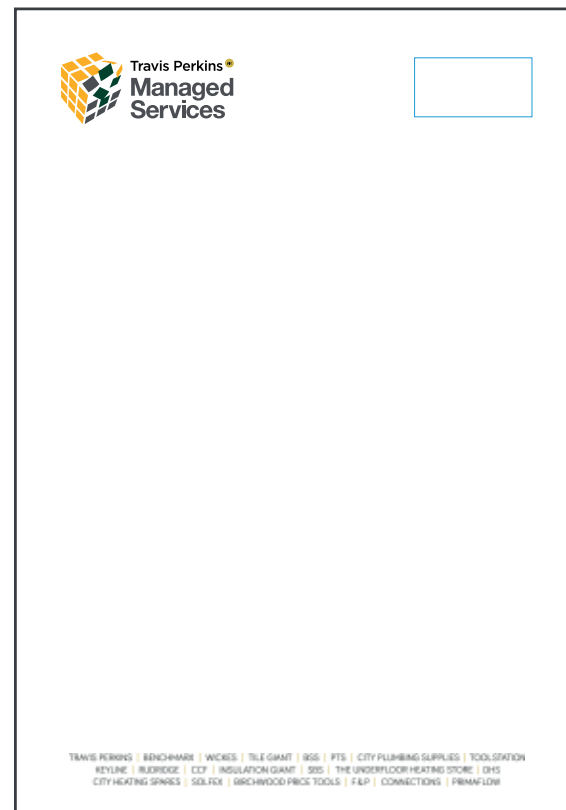
Editing the logo in any way

Ensure we are **ALWAYS** referred to as **TP Managed Services** at all times



# Use of logo with other brands

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TP Managed Services works closely with various other brands. Here is an example of how the logos should be used in conjunction with other brands

The Brand Strip is always located at the bottom of the document with the TP Managed Services logo being the prominent logo.

Partner logos will always sit on the top right of a document level with the TP Managed Services logo and 75% of the size to give the TP Managed Services logo more prominence.

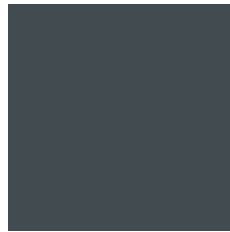
# Colour Palette

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The TP Managed Services Colour Palette is as follows:



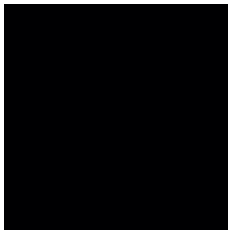
**Pantone  
1235 C**  
**C0 M25 Y94 K0**  
**R255 G184 B28**  
**Hex # FFB81C**



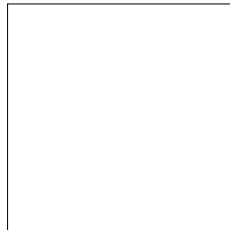
**Pantone  
7540 C**  
**C67 M54 Y46 K40**  
**R75 G79 B84**  
**Hex # 4B4F54**



**Pantone  
3435 C**  
**C87 M15 Y77 K69**  
**R21 G71 B52**  
**Hex # 154734**



**Black**



**White**

White space  
should be dominant  
in layouts providing a  
clean, accessible and  
approachable feel.  
Pantone 7540 is  
preferred to black  
wherever possible.



## Strapline

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**Creating  
efficiencies,  
delivering  
results**

Strapline used  
for overarching  
TP Managed Services  
communications

# Typography

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## Headings and Sub Headings:

**Helvetica Neue LT 75 Bold**  
**ABCDEFGHIJKLMNO**  
**PQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz\***

## Text:

Helvetica Neue LT 45 Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz\*

## Call to Actions:

**Helvetica Neue LT 75 Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz\***

Corporate colours  
can be used to create  
a hierarchy within the  
headings and sub  
headings if needed.

**Helvetica Neue LT  
75 Bold** can be used  
to emphasise text

Corporate colours  
can be used for stand  
out where depending  
on the background.

## Alternative fonts

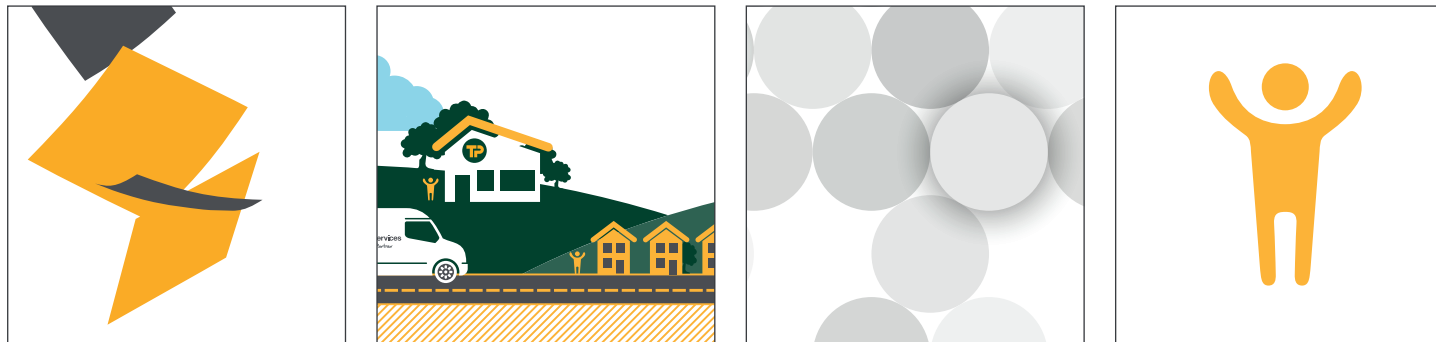
Where Helvetica Neue is  
not available, please replace  
with System Helvetica or  
Arial Bold and Light

\*Copy should be be 'tracked back' to -10 and set to Optical Kerning where possible

# Design elements

We use a number of visual devices to bring our brand communications to life.

- Tiles - These are an extension of our main brand logo, and are to be used in generic main brand communications where possible.
- Roadmap - This is used to accompany communications about our Van Stocks offering. This style includes the road, hatchings, hills, clouds, building icons and people icons, and is to be used with the main brand logo.
- Circles - This forms the basis of our Social Value communications style, and is used in Social Value communications in conjunction with the Community logo. This style may also incorporate suitable colour images
- People icons - These also feature in our Social Value communications.



	Tiles	Roadmap	Circles Background	People Icons
TP Managed Services				
Social Value				

# Imagery

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## TP Managed Services














## Social Value



## Image usage

Please contact  
[msmarketing@travisperkins.co.uk](mailto:msmarketing@travisperkins.co.uk)  
for access to the latest TP  
Managed Services imagery

# Iconography

Image	Use	Image	Use
	Improved first-time fix rate		Supply chain consolidation
	Increased completed jobs per day rate		High quality low cost items
	Improved cash flow		Administrative savings
	Tenant satisfaction & Sharing of best practice		Social value support
	24 hour supply options & Increased tradesperson efficiency		Consistent performance measures
	Effective asset management		

## Icon usage

Please contact  
msmarketing@travisperkins.co.uk  
for access to the latest TP  
Managed Services imagery





# Contact

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Whenever and wherever you are working with our brand, creative must always be approved by Travis Perkins Managed Services.

You can reach the team at HQ on 0800 169 2200  
[msmarketing@travisperkins.co.uk](mailto:msmarketing@travisperkins.co.uk)