

BREEDON GROUP BRAND GUIDELINES

Issued June 2016



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BREEDON GROUP

BREEDON GROUP LIVERY

HOPE CEMENT

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BREEDON GROUP

OUR CORPORATE LOGO

Our corporate logo is made up of a stylised illustration of a partially-quarried hill placed over the company name.

Overall, it portrays a strong, experienced and unique organisation; and its consistent appearance is paramount. Do not change or alter any aspect of the logo, other than as indicated in these guidelines.

Wherever possible, use the preferred application version of the logo.

The ideal position for the logo is at the top left corner following the clearspace guidelines on the following page.

PREFERRED APPLICATION





Logo on white

SECONDARY APPLICATIONS









Two colour on blue

Single colour on white

Single colour on yellow

Single colour on blue

CLEARSPACE

The clearspace is the protective area around our logo and ensures our most important asset is protected.

Our clearspace is also our margin space and is an easy way of using our logo in communications.

Our clearspace is 1/3 of our logo width. No other elements should fall within this clearance area.

Please note, this does not apply to signage. See Signage on page 23 for clear space details.

LOGO CLEARSPACE



x = 1/3 of logo width

POSITIONING

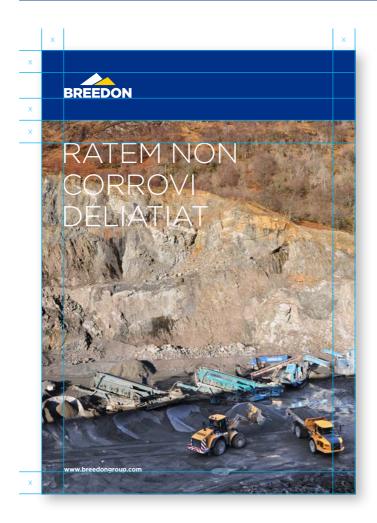
Our logo is always positioned top left and its clearspace determines the margin (x).

x = 1/3 of logo width

A logo width of 45mm would give a margin of 15mm.

Please note, this does not apply to signage. See Signage on page 23 for positioning details.

EXAMPLES







x = 1/3 of logo width

HOW NOT TO USE OUR LOGO

Don't change or alter any aspect of the logo, other than as indicated in these guidelines.

DON'T









Don't place the blue logo on a dark image

Don't reproduce the logo in colours other than those specified in this document

Don't use any typefaces other than the ones in the logo file









Don't rotate the logo



Don't place the white logo on a light background

OUR COLOURS

We have two colour palettes: primary and secondary.

The primary colour palette comprises our corporate colours (blue) Pantone 287, and (yellow) Pantone 116. The secondary colour palette comprises four tints of each primary colour.

Use the correct colour grey (90% black) for body copy (not headings or subheadings) wherever possible. Use the corporate blue on any single colour print applications.

The secondary palette is to be used as a highlight colour within a document, e.g. in text headings, to highlight specific information or within an infographic or chart to add visual interest.

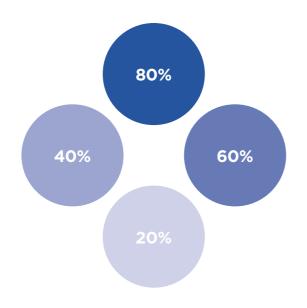
PRIMARY PALETTE

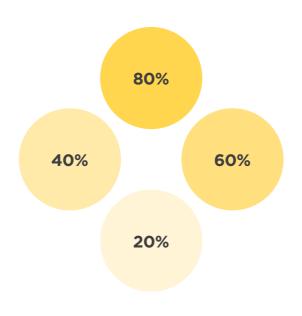


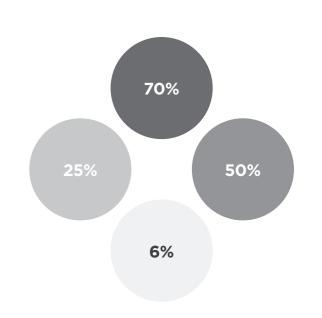




SECONDARY PALETTE







OUR TYPEFACE

Our primary typeface is Gotham and should be used in all instances unless technically unavailable.
All our typography should be justified left (left ranged). Type can be centred in special circumstances, such as in infographics.

Our secondary typeface Arial is applied where the primary typeface is unavailable, e.g. PowerPoint, Internet or working documents.

For more information on how the typeface should be used see pages 10 and 11.

PRIMARY TYPEFACE

Gotham Light and Light Italic

Gotham Book and Book Italic

Gotham Medium and Medium Italic

Gotham Bold and Bold Italic

Gotham Black and Black Italic

SECONDARY TYPEFACE

Arial Regular

Arial Bold

TYPE USAGE - PRE-PRINTED MATERIALS

We have a few simple rules for usage of our primary typeface on pre-printed materials.

HEADLINES

- Gotham Light is used for all headlines
- Always UPPERCASE
- -60 tracking
- Leading is set to approximately 110% of the typesize
 e.g. 30pt type/33pt leading
- Left justification

ALL OUR HEADLINES ARE SET IN GOTHAM LIGHT AND UPPERCASE

SUB HEADINGS

- Gotham Black is used for all sub headings within body copy
- Other weights are used for additional hierarchy
- Always UPPERCASE
- -40 tracking
- Left justification

GOTHAM BLACK FOR SUBHEADINGS

This is dummy body copy. Olupta dus in pro maione maximpores simod molessit quid eium lacias nis iusam aceptias veliquas volum fugias esequatquiae nullati ut enimagnatur aut que res et omnia sus.

BODY COPY

- Gotham Light/Book is used for all body copy
- Other weights such as Gotham Medium and Gotham Bold can be used for additional hierarchy
- Always sentence case
- -20 tracking
- Left justification

All our body copy should be set in Gotham Light.

Use Gotham Medium for additional hierarchy

Or use Gotham Bold as a highlight

All our body copy should be set in Gotham Book when reversed out of a colour.

Use Gotham Medium for additional hierarchy

 Or use Gotham Bold as a highlight

TYPE USAGE - WORKING DOCUMENTS

For all working documents (typically produced in Word), where our primary typeface isn't available, use Arial.

HEADLINES

- Arial Regular is used for all headlines
- Always UPPERCASE
- Standard tracking
- Leading is set to approximately 110% of the typesize e.g. 30pt type/33pt leading
- Left justification

REPLACE GOTHAM LIGHT WITH ARIAL REGULAR IN UPPERCASE

SUB HEADINGS

- Arial Bold is used for all subheadings
- Always UPPERCASE
- Standard tracking
- Left justification

USE ARIAL BOLD IN UPPERCASE FOR SUBHEADINGS

This is dummy body copy. Olupta dus in pro maione maximpores simod molessit quid eium lacias nis iusam aceptias veliquas volum fugias esequatquiae nullati ut enimagnatur aut que res et omnia sus.

BODY COPY

- Arial Regular is used for all body copy
- Always sentence case
- Standard tracking
- Left justification

All our body copy should be set in Arial Regular

Use Arial Bold for additional hierarchy

All our body copy should be set in Arial Regular when reversed out of a colour.

Use Arial Bold for additional hierarchy

ICONOGRAPHY

Icons can aid visual impact in documents, but must be used in a considered manner.

Icons are 2D never 3D.

Icons are flat and not at an angle or with perspective.

Do not create icons; only use the approved selection, which can be found on the M: drive. We will be adding further icons to the library over time.

Do not alter the icons in any way or use them to represent different meanings.

OUR ICON SET



Aggregates



Ready-mixed concrete



Cement and additives



Asphalt



Surfacing and contracting



Concrete blocks



Crushing and screening



Asphalt plant



Cement plant



Ready-mixed concrete and mortar plant



Bitumen



Quarries



Restoration activities



Traffic management services company



Highway maintenance company (BEAR Scotland)



Strategic rail links



Depots and wharves

ICONOGRAPHY CONTINUED

Icons can be used in blue on white, blue on yellow and white out of blue.

COLOUR APPLICATIONS



Blue on white Blue on yellow White out of blue

INFOGRAPHICS

Infographics and icons can add visual impact and interest to documents and play an important role in communicating information quickly and concisely. Apply on solid background colours (white, corporate blue and yellow).

Apply with caution over photographic images, ensuring clarity, legibility and avoiding covering important portions of the image.

EXAMPLES





2

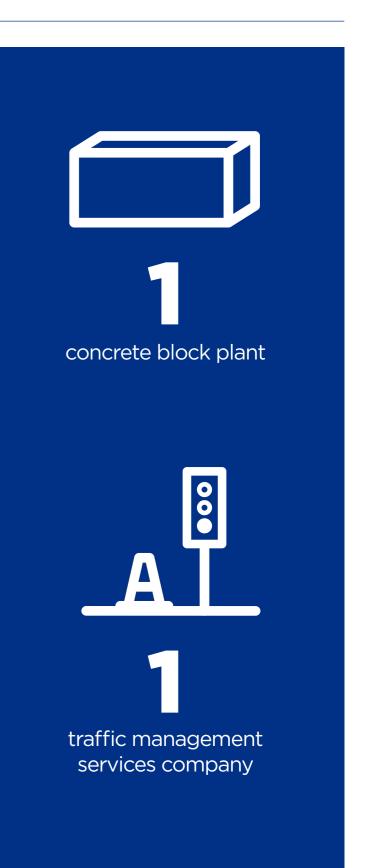
regional contract surfacing operations



asphalt plants



and mortar plants



CHARTS AND TABLES

It is important that we use charts and tables in a crafted and considered manner.

Typography

Use the primary typeface wherever possible. If it is not available, Arial must always be used.

Colour

Use the primary blue and yellow colours from the approved colour palette.

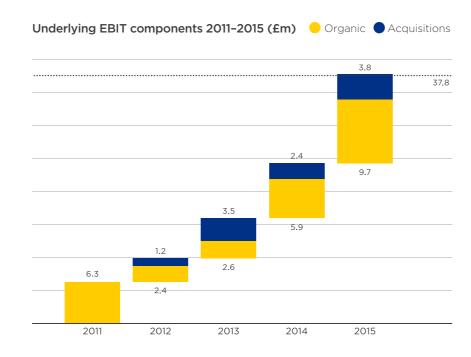
Chart styles

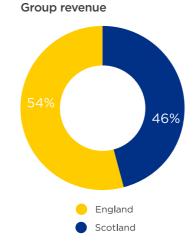
Charts are 2D never 3D. They should be clean and simple.

Always try to use the stylised charts shown on the right, templates can be found on the M: drive.

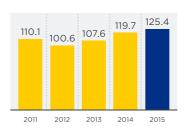
Where it is not technically possible to produce the stylised version of the charts, standard bar chart templates can be found on the M: drive.

EXAMPLE CHARTS AND TABLES

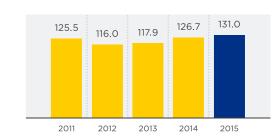




m tonnes



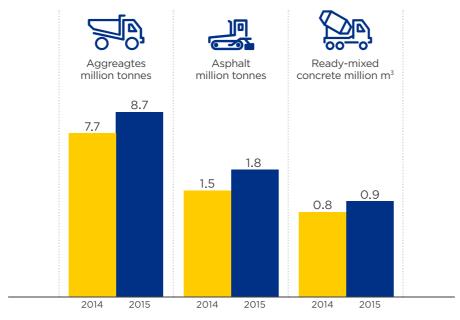
Construction output 2011-2015 (£bn)



	2014 £million	2015 £million	Variance
Revenue			
England	114.9	145.0	26.2%
Scotland	109.6	124.7	13.7%
Total	224.5	269.7	20.1%

	2014 £million	2015 £million	Variance
Revenue			
England	114.9	145.0	26.2%
Scotland	109.6	124.7	13.7%
Total	224.5	269.7	20.1%

2015 product volumes



PHOTOGRAPHY

Our photography should always look realistic and natural – portraying our people, operations and locations in a positive light.

The correct health and safety guidelines should always be followed when photographing people in operations.

Ensure appropriate PPE is worn (see page 34) and avoid placing people in unsafe locations or situations.

Wherever possible, use approved images; these may be found in the online photo library held by our agency at https://cloud.quietstorm.net/photolib/

If it is necessary to use stock imagery, always seek approval for use by contacting the Communications & Marketing team.

OPERATIONS



PEOPLE



PLACES















POWERPOINT PRESENTATIONS

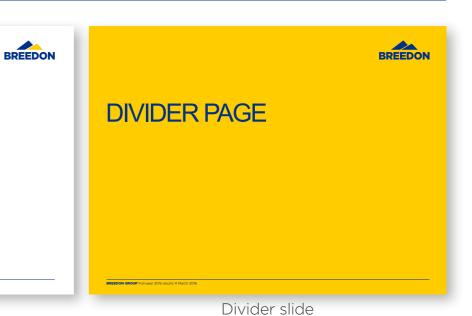
Image can be replaced

Always use approved templates; these may be found on the M: drive.

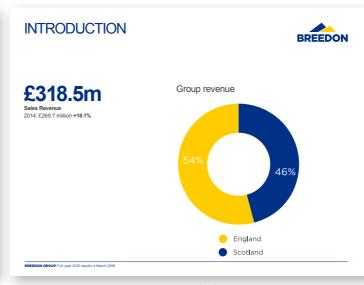
Our secondary typeface Arial is used for PowerPoint presentations.

APPROVED TEMPLATES





Large single sentence impact slide



Impact slide

Data slide

Table slide

STATIONERY

Always use approved templates for stationery, these may be found on the M: drive.

Abbreviations

T: Telephone

M: Mobile

F: Fax

E: Email

BUSINESS CARDS



Breedon Group
Breedon Quarry
Breedon-on-the-Hill
Derby DE73 8AP
www.breedongroup.com

COMPLIMENT SLIP



STATIONERY CONTINUED

The letterhead dimensions are 297x210mm (A4 portrait). The logo width is 45mm (3x the margin) and position is at the top left with a distance of 15mm to top and left of the page.

Additional accreditations

Selected additional logos (e.g. Zero Harm, BS EN ISO, etc.) can be added at the bottom of the page. A maximum of three additional logos should be used at any one time. The maximum height should be 14mm.

Electronic versions of letterheads are available for internal use.





LETTERHEAD



OTHER PRINTED MATERIALS

INVOICE AND PURCHASE ORDER





OTHER PRINTED MATERIALS CONTINUED

NEWS RELEASE

NOTICE BOARD ANNOUNCEMENT



NEWS RELEASE

18 April 2016

Breedon Appoints First HR Director, with Safety Overview

As it prepares to complete its £336 million acquisition of Hope Construction Materials later this summer, Breedon Aggregates has appointed Steve Tagg as its first HR director, with additional responsibility for overseeing group safety.

Steve was until recently organisation & human resources director at Aggregate Industries, where he spent 21 years in senior HR roles, 18 of them on the executive committee. Three years ago he also assumed responsibility for the company's health and safety. Prior to AI, he worked in HR in the mining industry with British Coal.

Steve will take up his new role on 23 May. He will join Breedon's executive committee and, in addition to his HR responsibilities, will also oversee group safety, a particular priority for the group's leadership team in the months ahead. He will play a key role in the integration of Hope, which will transform Breedon into the UK's largest independent building materials group with more than 2,000 employees across England, Scotland and Wales.

Commenting on his appointment Pat Ward, Breedon's group chief executive, said: "Steve is an exceptionally skilled HR professional with an outstanding track record in our industry and we're very fortunate that he's agreed to join us. I look forward to working with him to create a world-class, safe working environment for all our people, drawing on best practice from both Breedon and Hope.

- more -



Body copy Arial

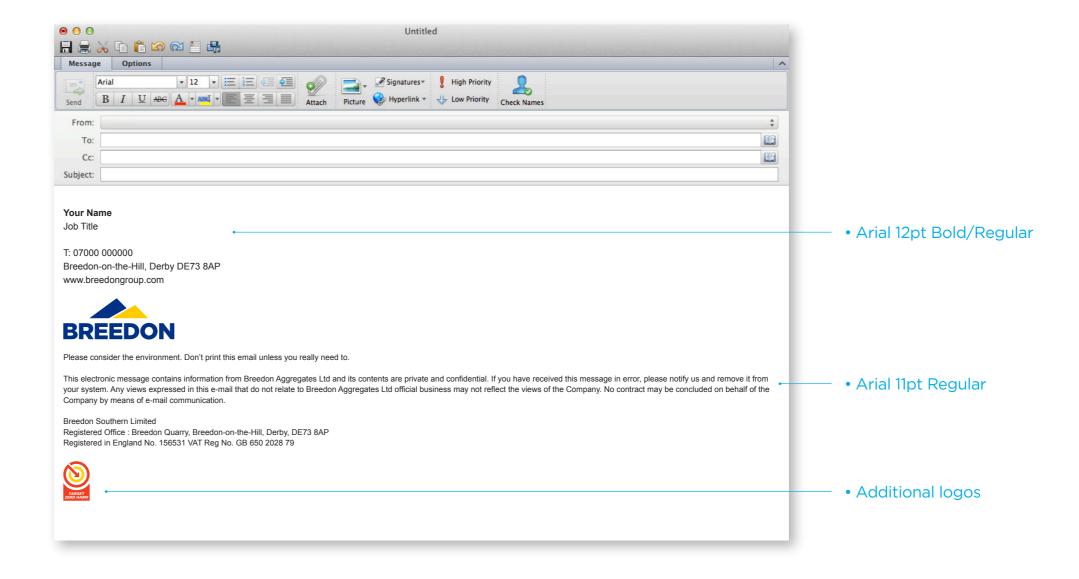
Regular and Bold

NEWS

EMAIL SIGNATURE

Our secondary typeface Arial is used for all email signatures. They are always set out in the example shown.

EXAMPLE



SIGNAGE

For printed signs always use our corporate blue (Pantone 287 or CMYK: 100, 80, 0, 15) as a background colour and our corporate yellow (Pantone 116 or CMYK: 0, 17, 100, 0) for the caption/quarry location.

For text on a hanging board below the main sign use blue type on a white background.

Captions and text under the main sign should always be in sentence case using our primary typeface, Gotham.

BREEDON SIGNAGE





Example of a sign with a hanging board

CLEARSPACE

The minimum clearspace on printed signs is the cap height of the 'B' for Breedon. This helps to keep placement consistent.







Example of a sign without a hanging board

VEHICLE LIVERY

VEHICLE LIVERY

On the following pages you will find some examples of vehicle livery. These are for visual reference only.

A detailed set of vehicle livery guidelines (including paint, logo & decal specifications, etc.) is available in a separate document from the Transport Management team.

MIXERS



DAF Mixer Side



2016 DAF 8x4 Mixer Front



DAF Mixer



Mercedes 8x4 Mixer Front





Volvo Mixer





2016 Renault Foden Mixer

TANKERS



DAF Bond Coat Tanker 2016



DAF CF 6x4 Bond Coat Tanker Side



DAF CF 6x4 Bond Coat Tanker Front



Hino Sprayer Front



Iveco Sprayer Front



Hino Sprayer Side



Iveco Sprayer Side

TANKERS CONTINUED





LF 2016 Side

Powder Tanker Near Side



Powder Tanker Rear

TIPPERS







Scania 2015

Scania 2015 Front

DAF Tipper 2







DAF Tipper 1

TIPPERS CONTINUED







Renault Tipper



Volvo Tipper (no logo)



Volvo Tipper 2



2013 Volvo 8x4 Tipper DM Front (no logo)

PAVERS







PAVERS - ALTERNATIVE LIVERY







ROLLERS





VANS









Citroen Berlingo Front

Citroen Berlingo Side

L200 2013 Front

L200 2013 Side



2016 Mercedes Sprinter Crew Bus Front



2016 Mercedes Sprinter Crew Bus Side



Sprinter 2015 Front



Sprinter 2015 Side

VANS CONTINUED







2013 Ford Transit Van



2016 Ford Transit Custom



2014 Ford Transit Dropside 350 Front



Transit 2014 Crewcab



2014 Ford Transit Dropside 350 Side

SPECIAL LOGO USAGE FOR VEHICLES

On occasion, our corporate logo will need to be applied to vehicles of an unusual length. In these cases, this landscape version can be used. Please refer to our vehicle livery guidelines, starting on page 24.

LANDSCAPE APPLICATION





Tipper - DAF Arctic 2012

CLOTHING

Whichever form of PPE jacket is used (yellow or orange), the following indicates how the company's logo should be positioned. PPE rules always take precedence.

JACKET



CLOTHING CONTINUED

The Helmet Type we use is EV03.

Use the preferred application of our logo.

Blue - CMYK: 100, 80, 0, 15

Yellow - CMYK: 0, 17, 100, 0

HARD HAT LOGO POSITION



Size of logo 40mm x 15mm



The rear of the helmet may be used from time to time for H&S campaign logos or other timely information.

Size of logo 35mm x 20mm

HOPE CEMENT

HOPE CEMENT LOGO

Our corporate logo is made up of a stylised illustration of a partiallyquarried hill placed over the company name.

Overall, it portrays a strong, experienced and unique organisation; and its consistent appearance is paramount. Do not change or alter any aspect of the logo, other than as indicated in these guidelines.

Wherever possible, use the preferred application version of the logo.

The ideal position for the logo is at the top left corner following the clearspace guidelines on the following page.

PREFERRED APPLICATION





A BREEDON GROUP Company
Minimum size

HOPE Cement

At sizes of 45mm and below, the Breedon Group tagline extends to the full width of the Hope Cement logo

Minimum siz

Logo on white

SECONDARY APPLICATIONS



Two colour on blue



Single colour on white



Single colour on yellow



Single colour on blue

CLEARSPACE

The clearspace is the protective area around our logo and ensures our most important asset is protected.

Our clearspace is also our margin space and is an easy way of using our logo in communications.

Our clearspace is 1/3 of our logo width. No other elements should fall within this clearance area.

Please note, this does not apply to signage. See Signage on page 40 for clear space details.

LOGO CLEARSPACE



x = 1/3 of logo width

HOW NOT TO USE OUR LOGO

Don't change or alter any aspect of the logo, other than as indicated in these guidelines.

DON'T









Don't use the logo without the Breedon Group strapline

Don't reproduce the logo in colours other than those specified in this document

Don't place the blue logo on a dark image







Don't use any typefaces other than the ones in the logo file

Don't distort the logo in any way

Don't place the white logo on a light background



Don't rotate the logo

STATIONERY

Always use approved templates for stationery, these may be found on the M: drive.

Abbreviations

T: Telephone

M: Mobile

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BUSINESS CARDS



Breedon Group
Breedon Quarry
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COMPLIMENT SLIP



STATIONERY CONTINUED

The letterhead dimensions are 297x210mm (A4 portrait). The logo width is 45mm (3x the margin) and position is at the top left with a distance of 15mm to top and left of the page.

Additional accreditations

Selected additional logos (e.g. Zero Harm, BS EN ISO, etc.) can be added at the bottom of the page. A maximum of three additional logos should be used at any one time. The maximum height should be 14mm.

Electronic versions of letterheads are available for internal use.



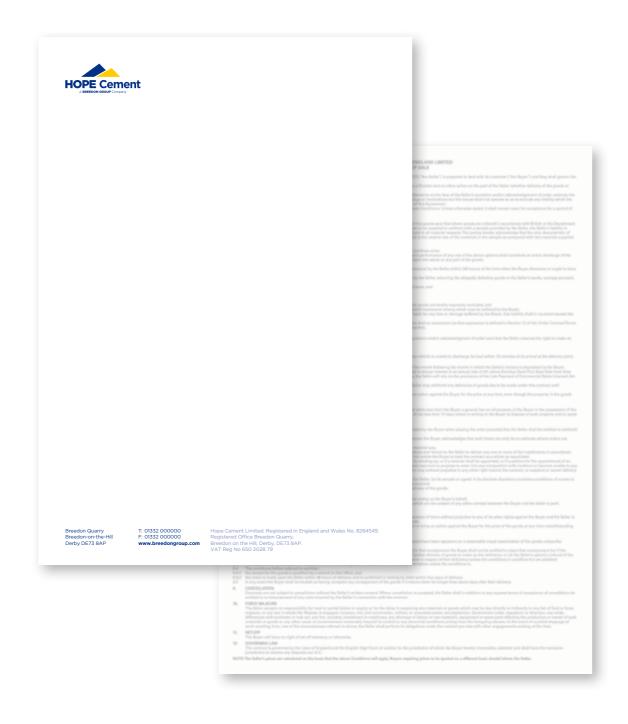


LETTERHEAD



OTHER PRINTED MATERIALS

INVOICE AND PURCHASE ORDER





OTHER PRINTED MATERIALS CONTINUED

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Steve will take up his new role on 23 May. He will join Breedon's executive committee and, in addition to his HR responsibilities, will also oversee group safety, a particular priority for the group's leadership team in the months ahead. He will play a key role in the integration of Hope, which will transform Breedon into the UK's largest independent building materials group with more than 2,000 employees across England, Scotland and Wales.

Commenting on his appointment Pat Ward, Breedon's group chief executive, said: "Steve is an exceptionally skilled HR professional with an outstanding track record in our industry and we're very fortunate that he's agreed to join us. I look forward to working with him to create a world-class, safe working environment for all our people, drawing on best practice from both Breedon and Hope.

- more -



Body copy Arial

Regular and Bold

NEWS

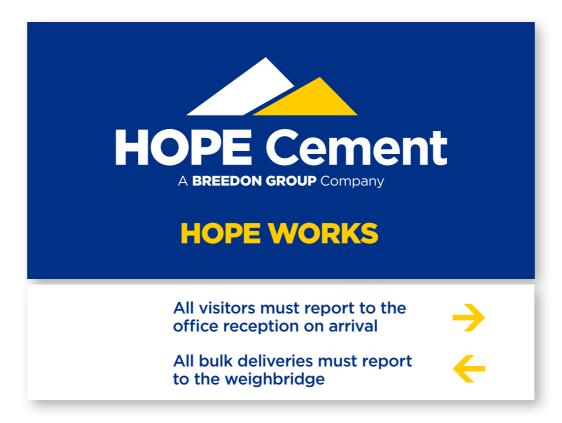
SIGNAGE

For printed signs always use our corporate blue (CMYK: 100, 80, 0, 15) as a background colour and our corporate yellow (CMYK: 0, 17, 100, 0) for the caption/quarry location.

For text under the main sign use blue type on a white background.

Captions and text under the main sign should always be in sentence case using our primary typeface, Gotham.

HOPE CEMENT SIGNAGE





CLEARSPACE

The minimum clearspace on printed signs is the cap height of the 'H' for Hope. This helps to keep placement consistent.







PACKAGING

CEMENT BAGS



PACKAGING

CEMENTITIOUS PRODUCT BAGS



HOPE CEMENT VEHICLE LIVERY

CEMENT TANKER



RAIL WAGON





CONTACT AND SUPPORT

If you have any issues, requests or questions about the brand, please contact the Communications & Marketing team.

T: 01332 694444

E: stephen.jacobs@breedongroup.com