



Brand guidelines

Version 1.0



Having a strong, recognisable brand that produces quality materials from a website to social media will contribute towards building a powerful brand identity that doesn't become diluted.

Brand guidelines

The most important aspects of these brand guidelines to keep in mind:

Brand consistency

Having brand guidelines ensures consistency on every level. From your logo to brand colours. Your branding guidelines serves as a reference for everyone in your company to consult before developing collateral. Your branding guidelines will work to maintain the integrity of your brand for increased recognition.

Brand recognition

When your branding is consistent across all levels it elevates your brand recognition across your clients and peers. Building a recognisable brand takes time and dedication to your image and messaging. By being consistent your audience will be instilled with a sense of trust.

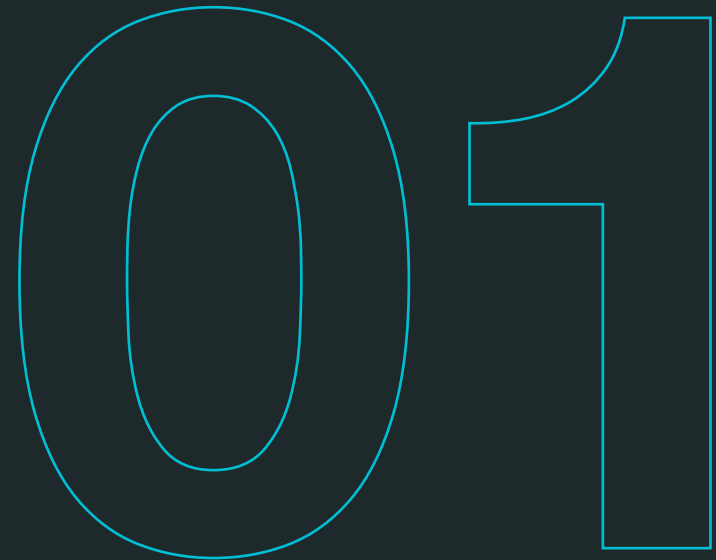
Brand image

The image of your brand takes time to build and only a short time to shatter if you are not careful with how you chose to represent your business. Use these guidelines to monitor the representation of your business in order to maintain the quality and integrity of your image.

OUR LOGO.

Contents

- Primary logo
- Logo anatomy
- Exclusion zone
- Minimum sizes
- Logo symbol gradient
- Logo symbol usage
- Logo variants
- Logo placement
- Incorrect logo application



1.0 – Primary logo

03

Our logo is the most immediate representation of our company, people and brand. It instils our values for quality and integrity.

Our logo is a precious asset and must constantly be given protection and prominence.

Guiding principles have been developed and are shown over the next few pages.

Never try to recreate or redraw the logo. When designing any branded communications always use master artwork.



RiverStone International

Our logo



1.1 – Logo anatomy

04

How our logo is made up.



Our logo



1.2 – Exclusion zone

05

Space is good.

It doesn't take away, it adds. One clear message makes more impact than many, all clamouring for attention.

To maintain the integrity of the our logo, a special invisible boundary has been drawn. Use the width of our logo symbol as the basis for all measurements.

No elements should encroach within the clear space.



Our logo



1.3 – Minimum sizes

06

To protect legibility of the logo the recommended minimum width should be no less than 100px for digital and 30mm for print



40mm

Recommended size for A4 documents. This includes PowerPoint, Word and Excel.



100px

Minimum size online



30mm

Minimum print size

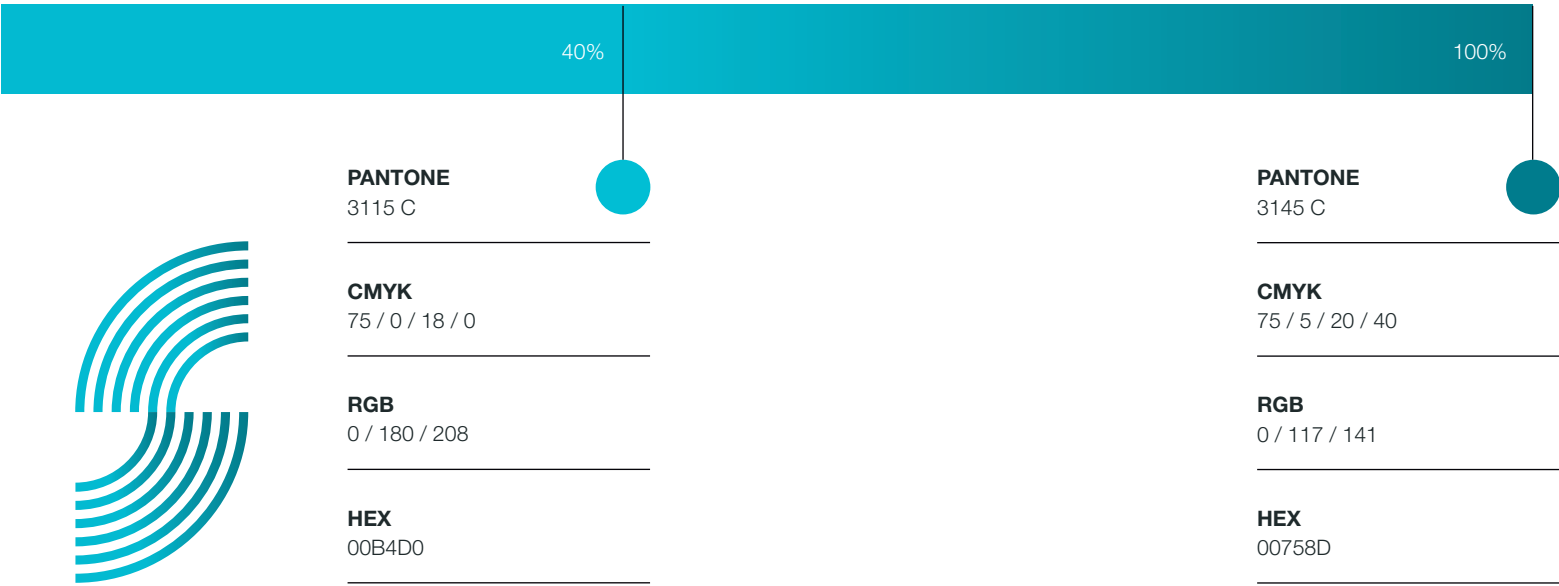
Our logo



1.4 – Logo symbol gradient

This is the gradient breakdown for our logo symbol. This gradient can be used in marketing material.

For consistency the logo symbol and logo-type should not be recreated or redrawn. Always use the logo files that have been supplied by the marketing team.



Our logo



1.5 – Logo symbol usage

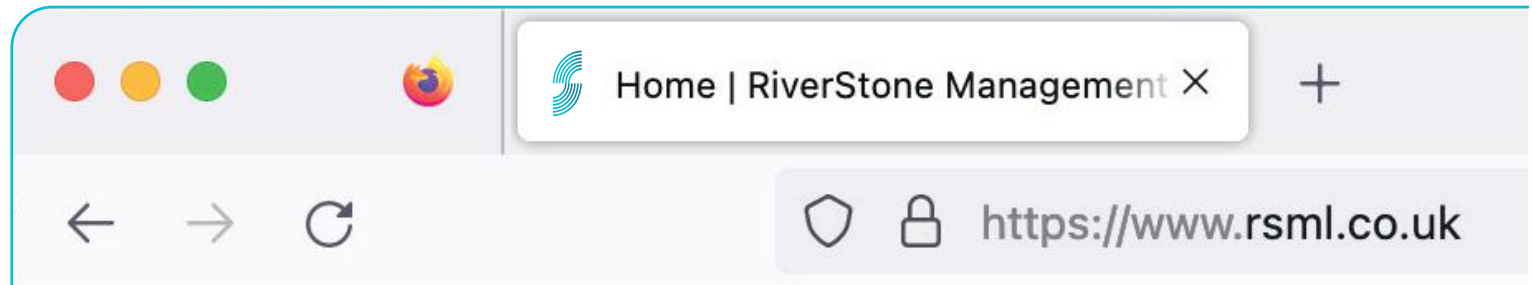
08

Our logo symbol should rarely be used on it's own.

For brand consistency it's important the relationship between the type and symbol never changes.

The logo symbol can be used in isolation for the website favicon.

For anything else such as social media please check with the marketing team before using the symbol on it's own.



Our logo

1.6 – Logo variants

09

The primary logo is available in two versions - positive and negative.



When it is not possible to use the primary logo, there are positive and negative black and white logos that can be used.



Our logo



1.7 – Logo variants

10

There might be very rare occasions where a solid colour logo will be required.

If the gradient in the logo symbol causes printing issues then use a solid colour version.

Examples of when this might be needed could be on merchandise or if it needs to be embroidered on a clothing garment.

Only use this version if the primary logo cannot be physically used.



Our logo



1.8 – Placement of our logo

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Placement of the logo is extremely important to the visual identity of the brand.

Having the logo in a consistent place will help build brand recognition. Where possible the logo should be placed in either the top left or bottom right corners of literature.



Our logo



1.9 – Incorrect logo application

As with any creative identity guidelines there will be elements that are open to interpretation. Our logo operates around rules of common sense. If it doesn't make sense, or looks odd then it's probably wrong. To help, here are some examples of what should never be done to our logo.



How the logo should be displayed.



Do not use unapproved colours for the RiverStone logo symbol.



Do not change the colour combination of the logo.



Do not italicise the logotype or alter the shape.



Do not change the layout of the logo or lock up with a different qualifier.



Do not use a different typeface for the logotype.



Do not place the logo on a background with insufficient contrast.



Do not combine the logo with a cluttered background.



Do not use additional gradients or add effects.

Our logo



OUR COLOURS.

Contents

- Our primary colour
- Primary colour palette
- Secondary colour palette
- Colour use examples
- Colour use in chart examples

02

2.0 – Our primary colour

14

Our primary colour is teal.



Our colours

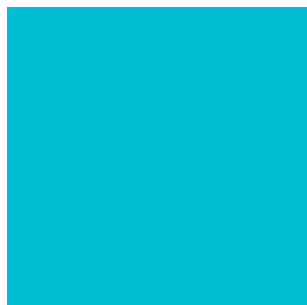
2.1 – Primary colour palette

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Our primary colours are teal, black slate, anthracite and light grey.

Teal gives us our personality; we get the job done. Black slate defines our ambitious character; we live up to our word. Anthracite speaks about our about our care; to form lasting relationships. Light grey reflects our knowledge; we are experts in what we do.

The primary palette plays a fundamental role in identifying our brand and its consistent use should not be diluted.

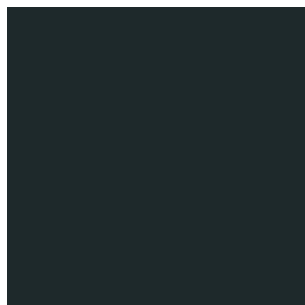


PANTONE
3115 C

CMYK
75 / 0 / 18 / 0

RGB
0 / 180 / 208

HEX
00B4D0



PANTONE
426 C

CMYK
77 / 64 / 58 / 72

RGB
36 / 39 / 41

HEX
242729

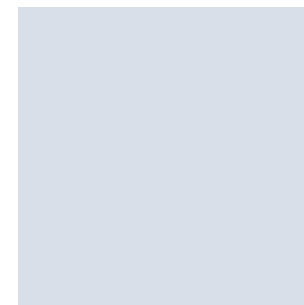


PANTONE
7545 C

CMYK
76 / 55 / 41 / 32

RGB
65 / 84 / 100

HEX
415464



PANTONE
649 C

CMYK
17 / 9 / 6 / 0

RGB
218 / 225 / 234

HEX
DAE1EA

Our colours

2.2 – Secondary colour palette

We use toned down colours in our secondary palette that compliment our primary palette.

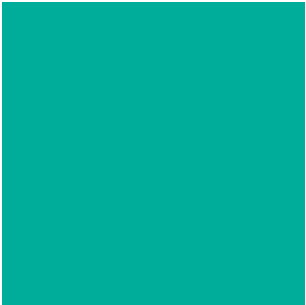


PANTONE
7707 C

CMYK
97 / 47 / 32 / 17

RGB
0 / 95 / 127

HEX
005F7F

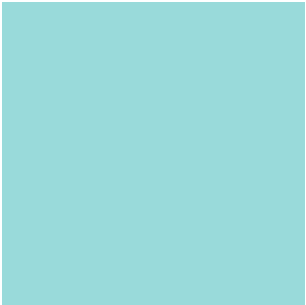


PANTONE
3275 C

CMYK
96 / 0 / 51 / 0

RGB
0 / 175 / 154

HEX
00AF9A



PANTONE
324 C

CMYK
43 / 0 / 19 / 0

RGB
153 / 217 / 217

HEX
99D9D9



PANTONE
278 C

CMYK
49 / 19 / 0 / 0

RGB
138 / 183 / 233

HEX
8AB7E9

2.3 – Colour use examples

17

Use of primary colours.



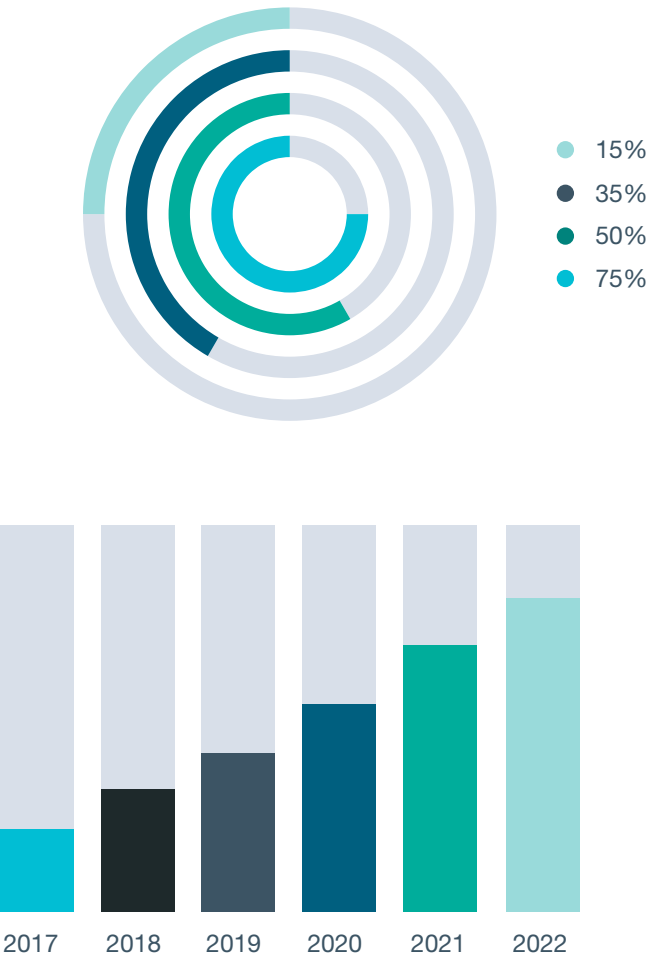
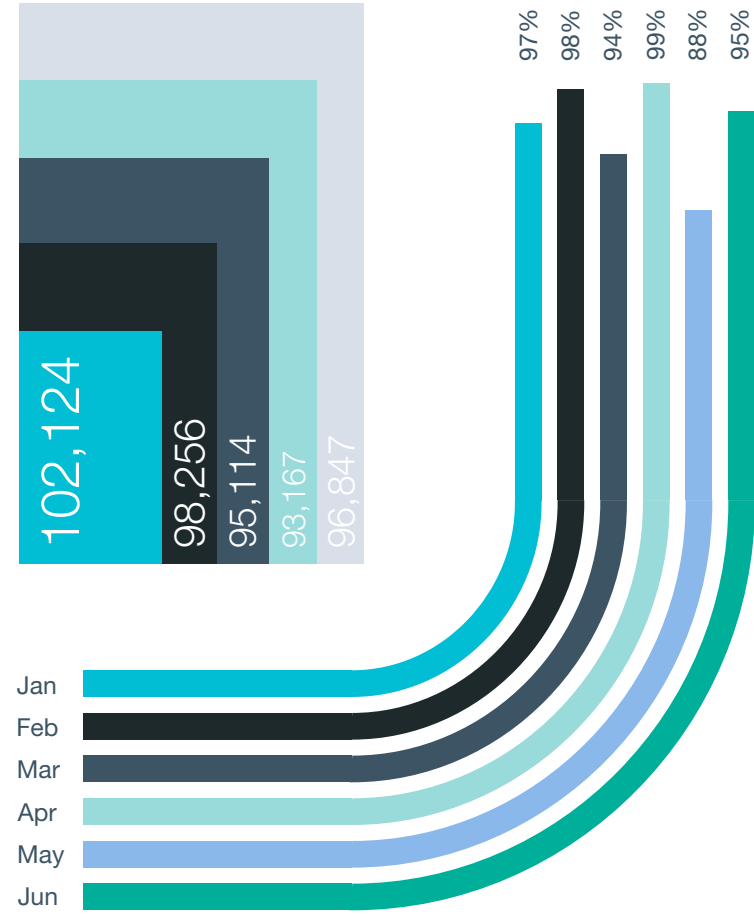
Use of secondary colours.



Our colours

2.4 – Colour use in charts

Chart examples using our primary and secondary colour palette.



Our colours

TYPOGRAPHY.

Contents

Fonts – Print and digital
Using colour to stand out
Fonts – Microsoft suite

03

Typography is a powerful tool in the development of a creative identity. Using a typeface consistently makes it recognisable, pulls together communications and makes them more distinctive. The style of type used sets the tone of the brand; clean, modern and powerful to get peoples attention.

Other weights of the Helvetica Neue family can be used to distinguish hierarchy.

Helvetica Neue

Helvetica Neue 45 light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 65 medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 55 roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 75 bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 #@%&?

Use solid colours to highlight sections

When using type on a teal, background use only **slate black** or white. The other colours will be too hard to read and take away the impact.

The teal colour can be used when you want to stand out. It is bold and attention grabbing and is great when you want to say something and ensure it doesn't get lost.

The internal typeface that should be used and that is compatible with the Microsoft suite is Arial.

Arial

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

VISUAL SUPPORT.

Contents

Dynamic graphic device
Example patterns



Brand guidelines



As part of our visual strategy we can use the shape of our logo symbol to build dynamic patterns.

The following pages explain the basic rules around how the patterns should be created.

When building patterns if it looks odd or doesn't work then don't do it.

4.0 – Dynamic graphic device

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The symbol can be rotated in 45 degree increments or reflected to create interesting design layouts.



If laying sections over each other, reduce the opacity so one section has more prominence.



Only use colours from the primary and secondary palette to create a design.



The symbol can be split in two to create interesting patterns.

Visual support

4.0 – Dynamic graphic device

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If you are using only one symbol to create a design it must be cropped. Never use an isolated symbol on it's own.



Don't over complicate designs by using the pattern with imagery. The pattern should only be used on a solid colour background.



Don't over complicate designs by laying symbols on top of each other that are the same contrast.



The individual lines of the symbol should always be the same colour.

Visual support







Visual support

IMAGE STYLE.

Contents

- Our people
- Imagery style
- Editing imagery
- Imagery in action
- Iconography

05

5.0 – Our people

32

Always use black and white photography on branded materials such as the website and presentations.

All people photography should be cut out on a white background.



Colour photography can be used on unbranded communications such as interview/articles for publications.



Image style

5.1 – Imagery style

33

Imagery has an important role to play in our brand style. It should enhance and support our ethos to constantly move to deliver on expectations. We get the job done.

One image is better than many. Our imagery should have a similar feel as the examples on this page and must include:

- > Light trails that reflect the curves in our logo symbol.
- > Movement; we're quick to form lasting relationships.
- > The imagery should be in a natural setting not a city scene as it'll detract from the light trails.



Image style

5.1 – Imagery style

34

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Image style

5.2 – Editing imagery

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Images must be approved by our marketing team before being purchased from any stock sites to make sure they fit our style criteria.

There are various ways to edit imagery to achieve the teal light trails effect.

Step one

Import the image into Photoshop and duplicate it so you have two copies of the image in your layers panel.



Image style

5.2 – Editing imagery

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Step two

Highlight the top layer and go to;

Image > Adjustments > Black and white.
In the colour picker add the Hex code
00B4D0 and increase the saturation
to 100%.

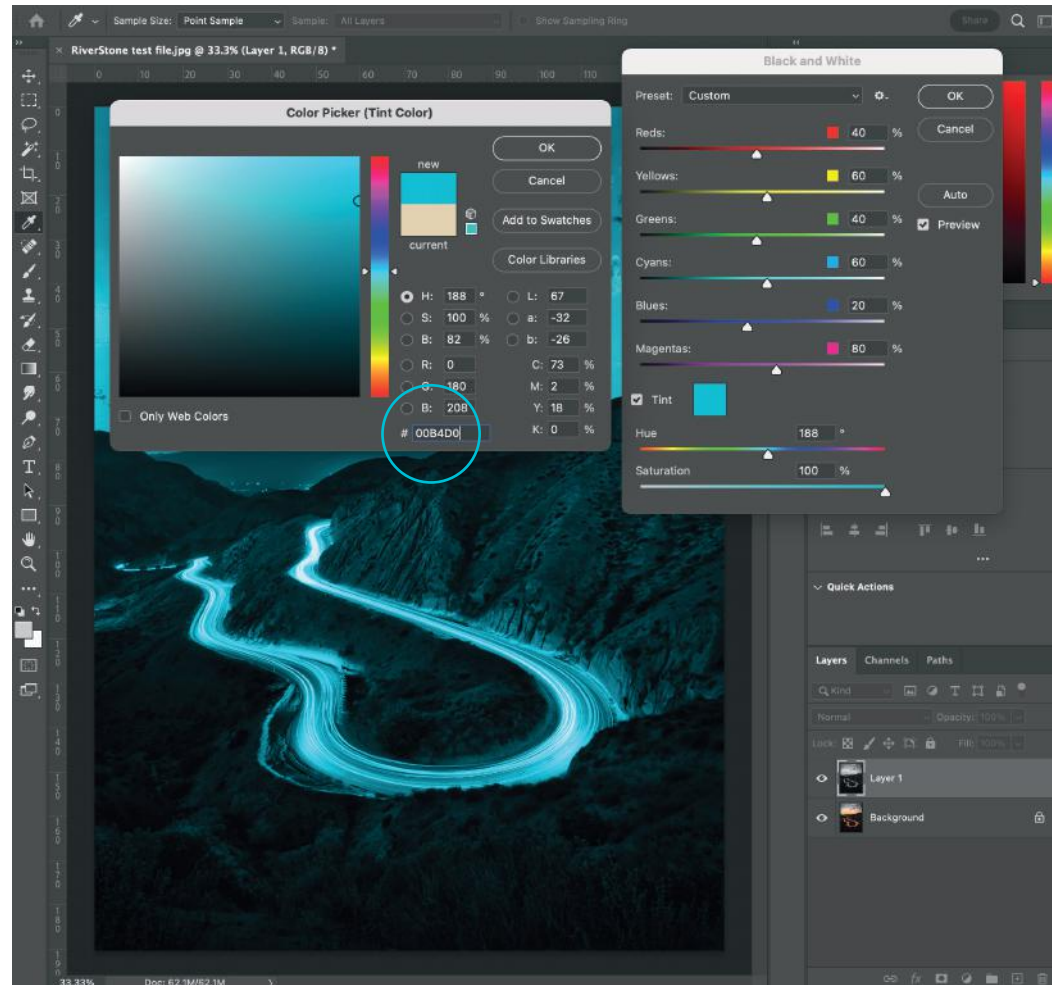


Image style

5.2 – Editing imagery

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Step three

Select the eraser tool and feather the edge. Leave the light trails and adjust the layer opacity accordingly so the light trails don't look too bright.



Image style

5.3 – Imagery in action

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An example of how imagery can be used on literature.

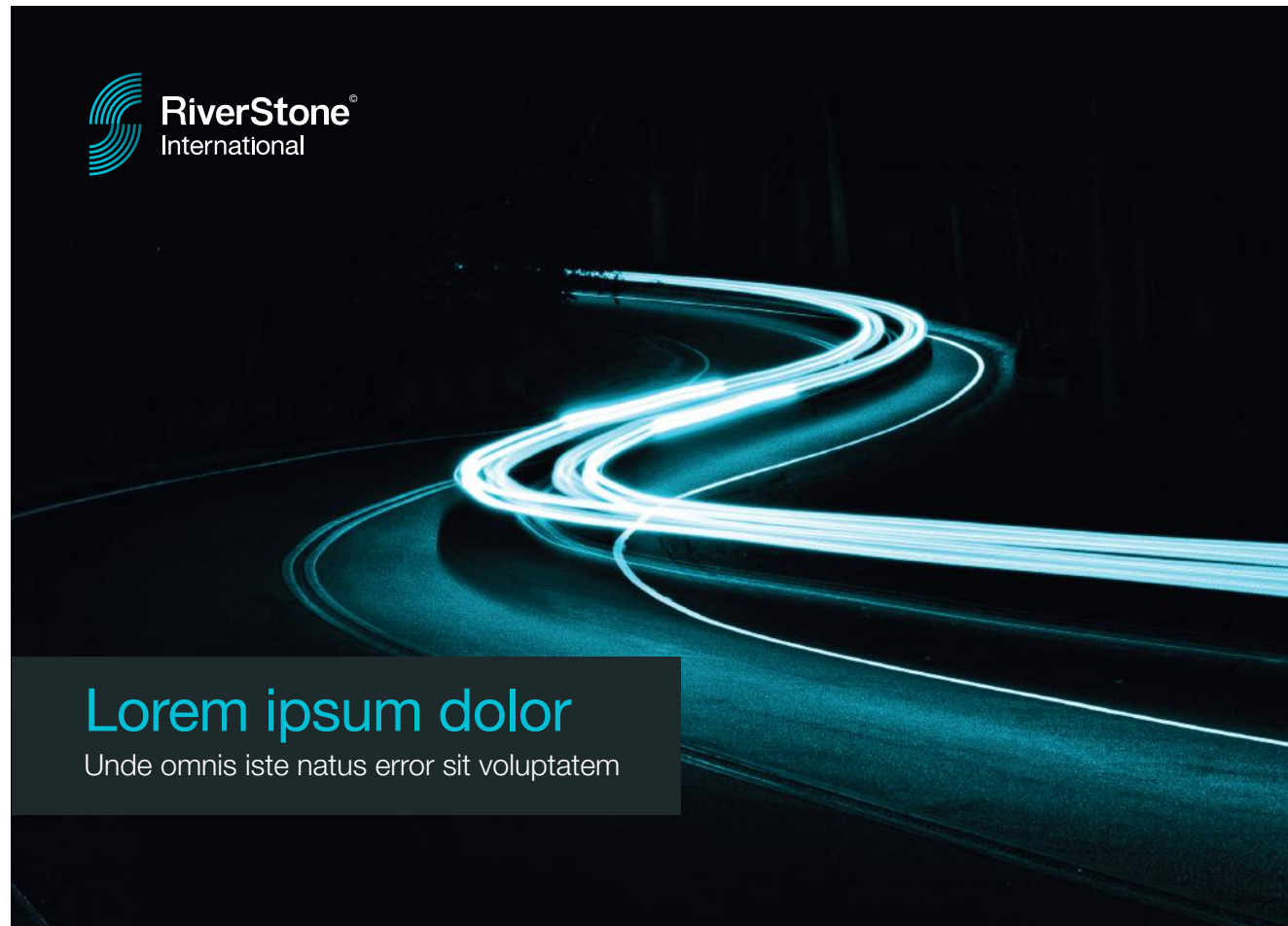


Image style

5.4 – Iconography

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Icons are an important part of our tool kit. We can use icons for our internal and external communications.

We have four icon styles (shown over the next two pages) to support messaging across marketing materials.

The icons should be linear and not too heavy.



Image style

5.4 – Iconography

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Icons are an important part of our tool kit. We can use icons for our internal and external communications.

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Image style

TEMPLATES.

Contents

- Letterhead
- Business cards
- PowerPoint
- Email signatures
- Email banners for internal communications

06

Brand guidelines

6.0 – Letterhead layout

42

The corporate stationery templates are to be used by everyone. The logo and address must be in their fixed position at all times.

Templates can be provided by the marketing team.

Letterheads should be laid out as follows:

1. Logo

Should be sized at 50mm wide.

2. Sending address

Should start 45mm from the top.

3. Body copy starts

Should start 95mm from the top.

4. Body copy finish

Should finish 50mm from the bottom.

5. Regulatory information

Arial regular 7pt.

6. Contact details

Arial regular 8pt.

7. Body copy

Arial regular 10pt.

8. Margins

15mm top, left & right. 10mm bottom.

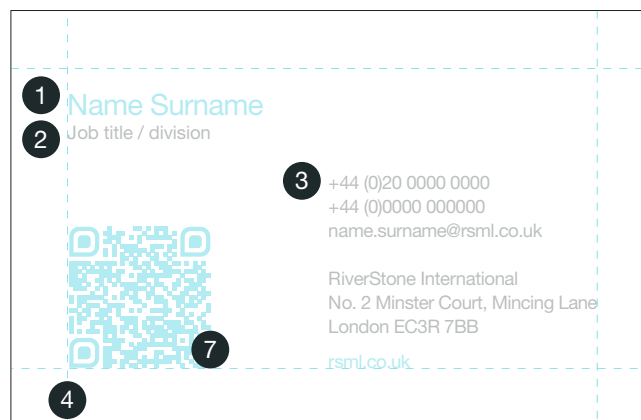
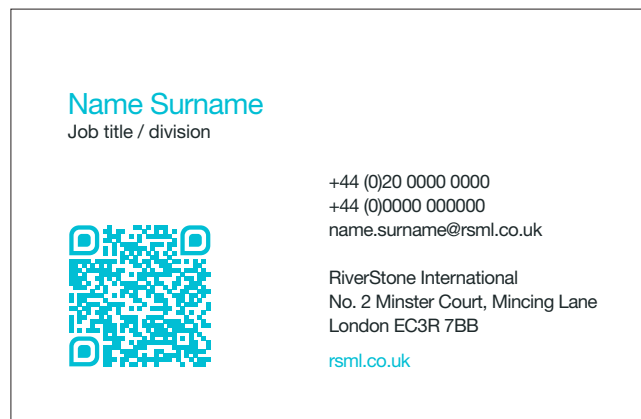


6.1 – Business cards

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Our business cards must be laid out as follows:

- 1. Name**
Helvetica Neue 55 / 11pt / teal
- 2. Job title, division**
Helvetica Neue 55 / 7pt
- 3. Details and contact information**
Helvetica Neue 55 / 7pt
- 4. Margins**
7.5mm all the way around
- 5. Rear**
Use our the graphic device.
- 6. Leading**
9pt throughout.
- 7. QR code**
To be supplied by marketing team.



Templates

6.2 – PowerPoint slide examples

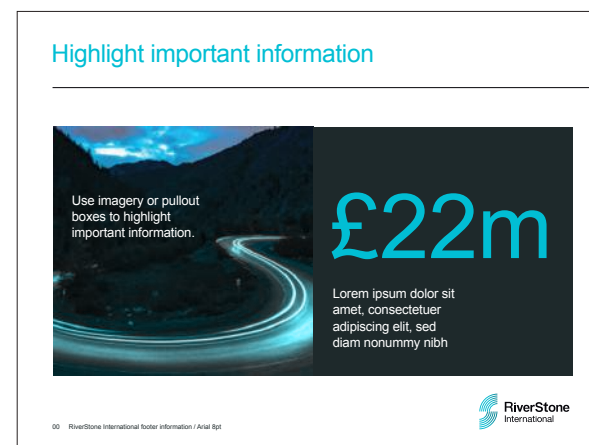
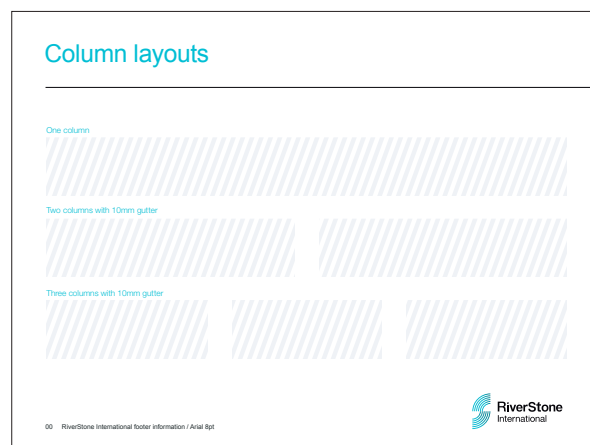
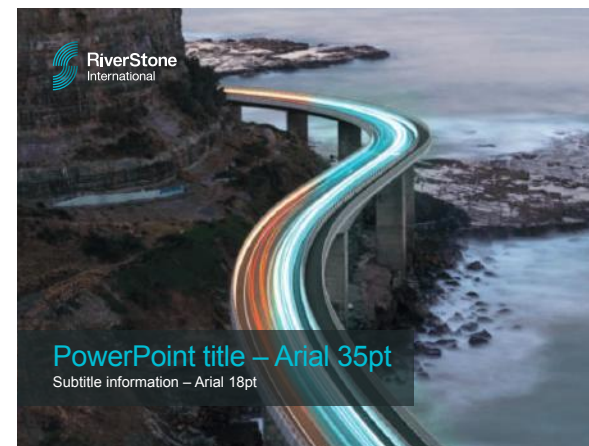
44

This Powerpoint template demonstrates how the our identity should be used correctly in a presentation.

Arial typeface is to be used on of our branded applications internally, from Word documents to Powerpoint templates.

Legibility is key, therefore headlines and body copy should be short and to the point. Don't cram too much information on one page.

Please contact our marketing team for any templates you might need.



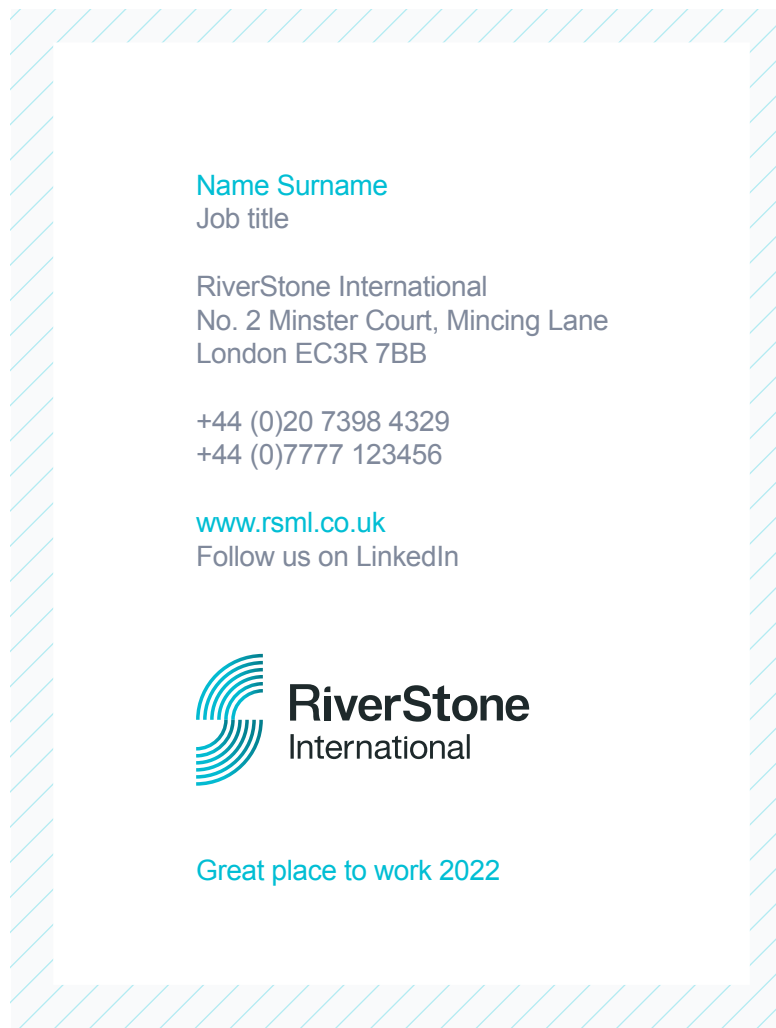
6.3 – Email signatures

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We recommend the size for contact details is set to 9pt. Higher resolution screens and different email platforms may render the text size too small, therefore the size can be adjusted to 9pt/10pt/11pt.

Use our teal and a tint of anchracite;

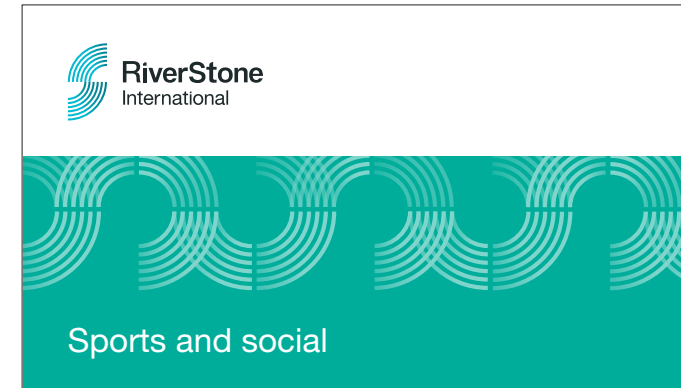
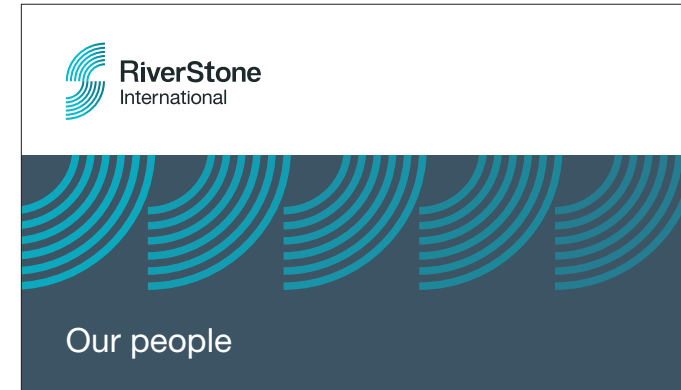
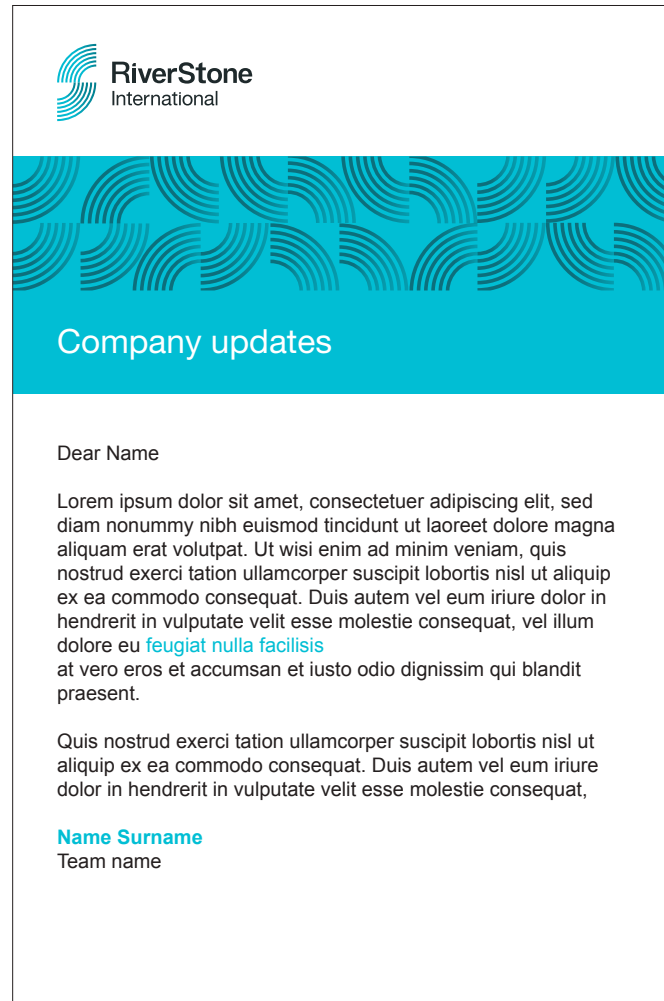
C45 M33 Y24 K19
R136 G141 B154
#888D9A



6.4 – Email banners for internal communications

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Examples of how the graphic device can be used to differentiate internal communications.

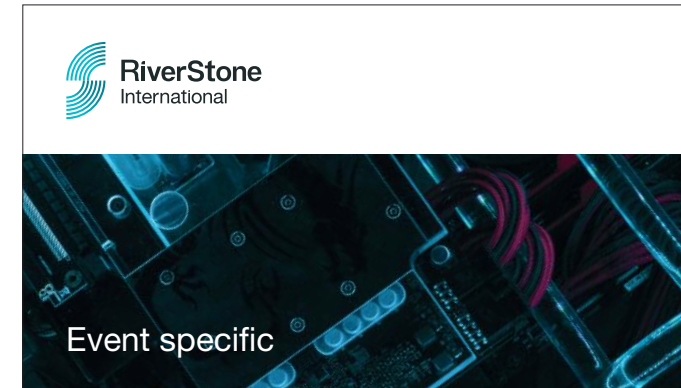
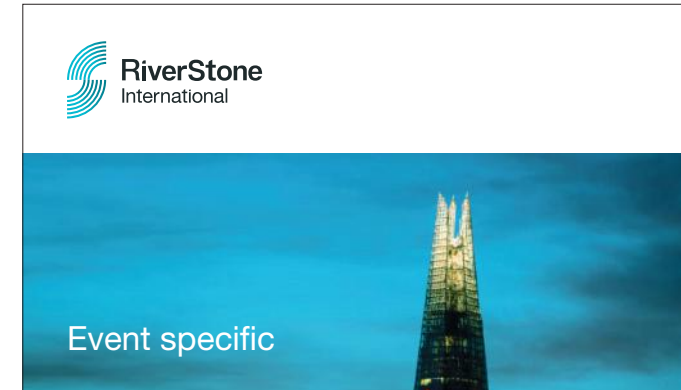
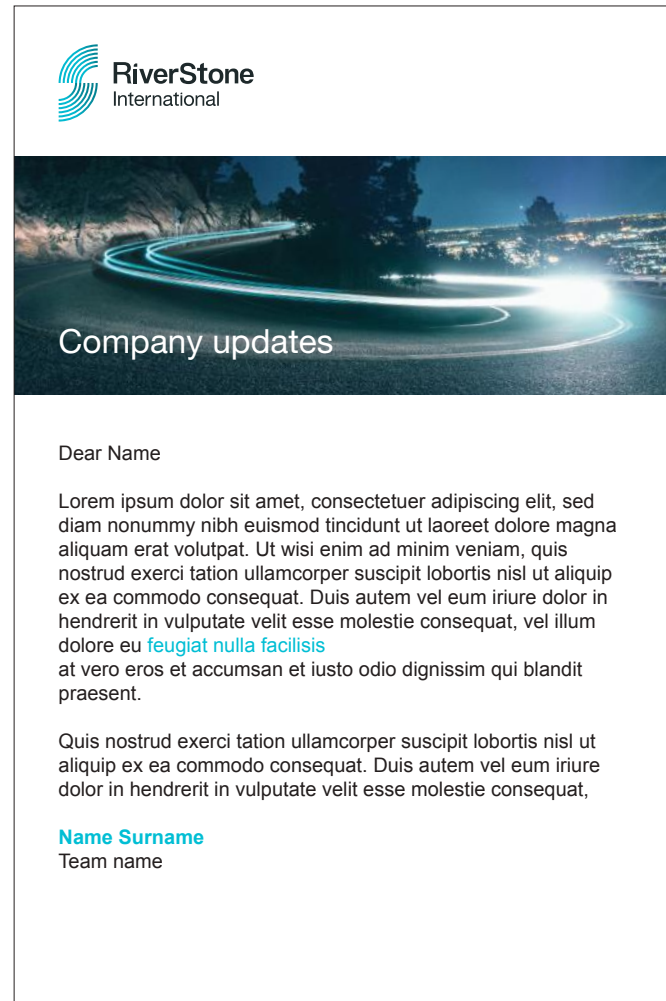


Templates

6.4 – Email banners for internal communications

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Examples of how imagery can be used to differentiate internal communications.



BRANDING.

Contents

Internal signage
Office graphics
Roller banners
Merchandise

07

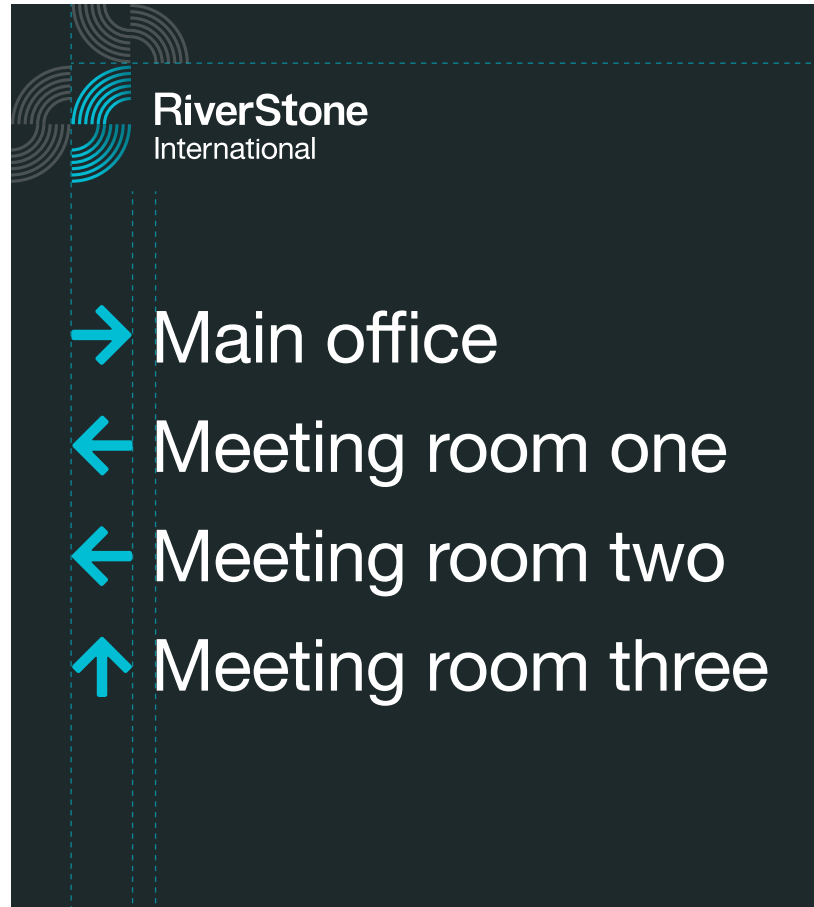
Brand guidelines

7.0 – Internal signage

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Directional signs aid employees, vendors and guests in finding a destination on site.

Follow the guide on the right to ensure enough spacing is left between informations and directional arrows.





RiverStone
International

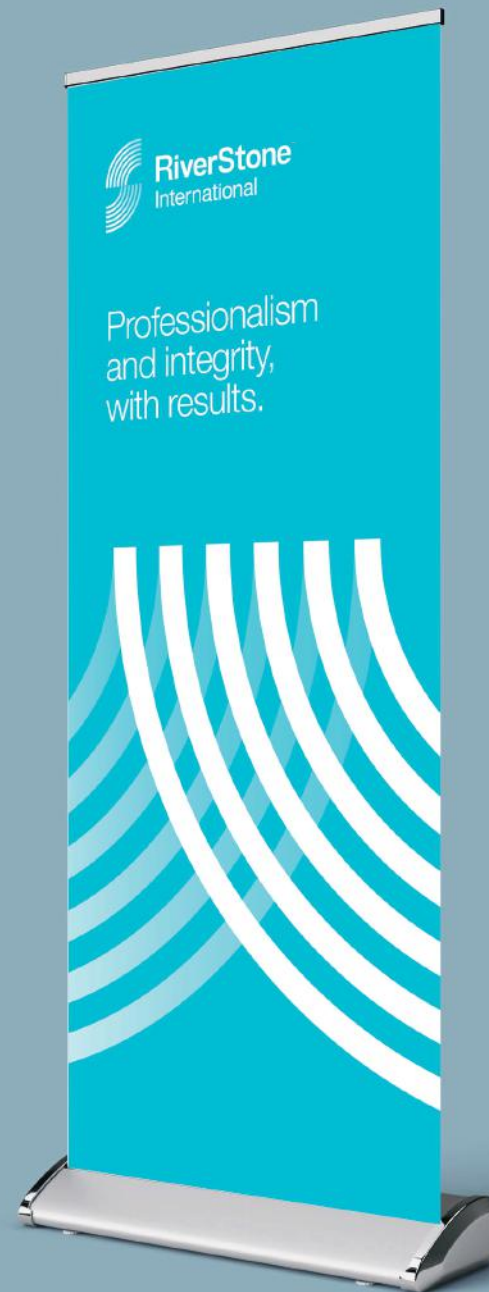




RiverStone
International









Professionalism
and integrity,
with results







RiverStone
International



RiverStone
International



RiverStone
International







RiverStone
International

Contact

Consistency is key to our brand, so please protect it.

For help and advice on any element of the brand, or design work relating to these guidelines please contact;

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