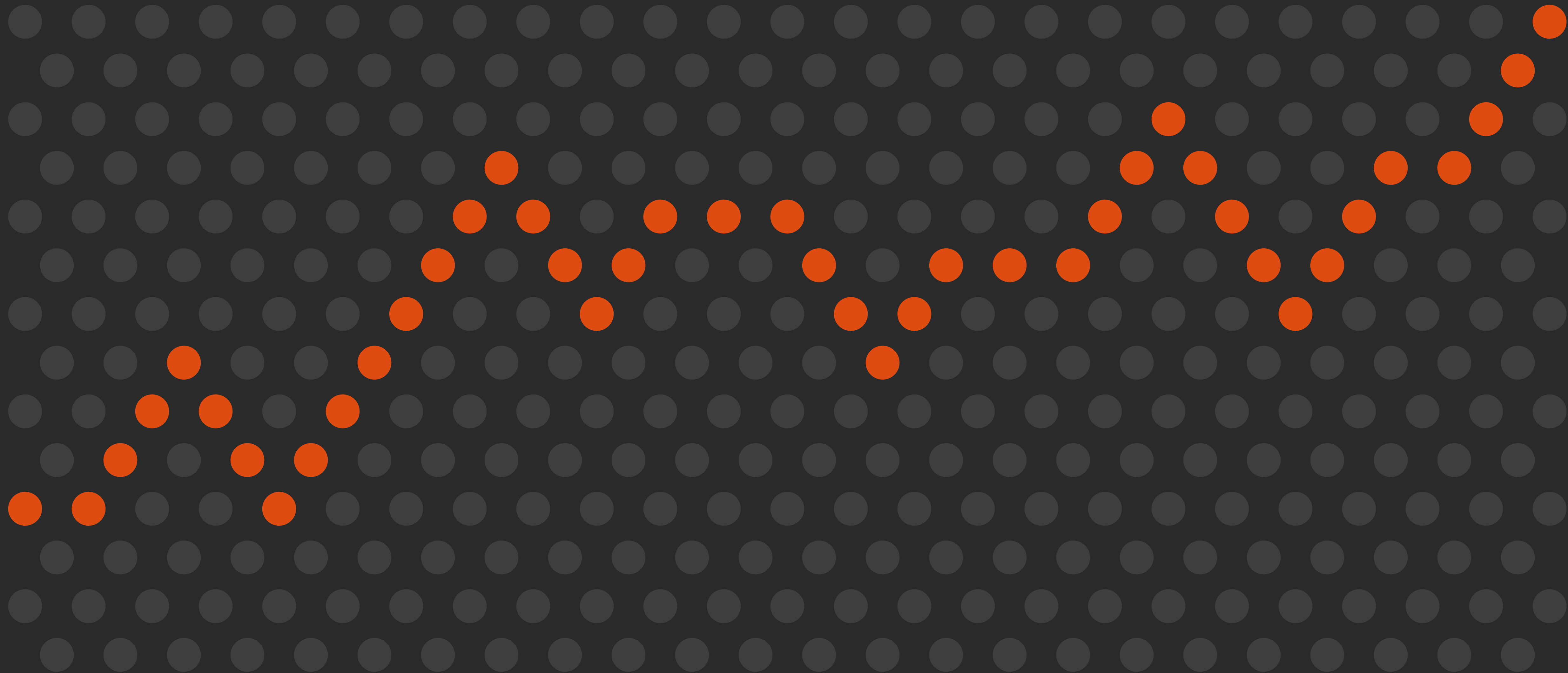




# Brand Guidelines Version 1.0





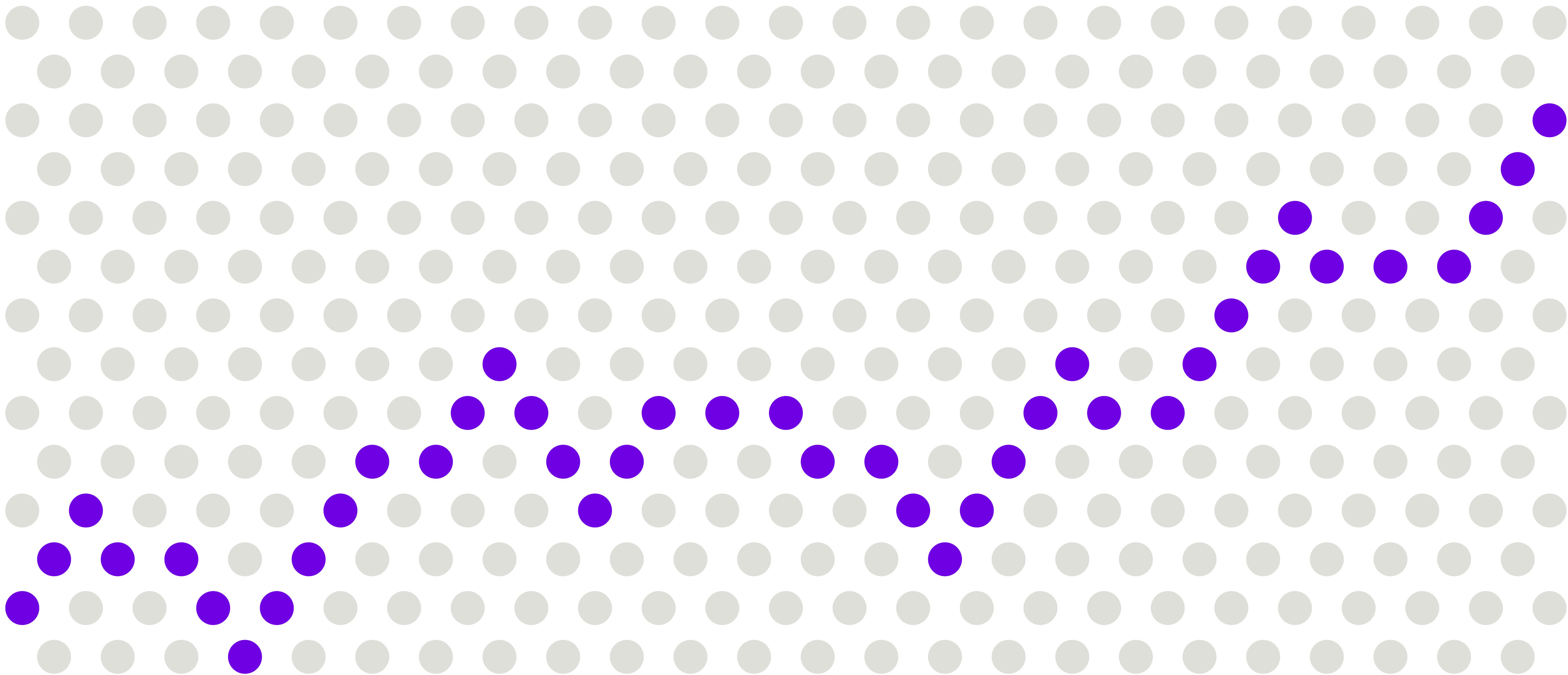
# 0.0 Foreword

These guidelines define Visku's visual and verbal identity. They describe who we are, what we do, and how we do it. Most importantly, they explain what we stand for.

Using this information correctly means our brand will always be consistent, effective, easily recognisable, and understood by our audiences.

# Contents

<b>1.0 BRAND DNA</b>	<b>4</b>	<b>2.0 OUR LOGO</b>	<b>15</b>	<b>5.0 GRAPHIC LANGUAGE</b>	<b>30</b>	<b>7.0 TONE OF VOICE</b>	<b>41</b>
1.1 Brand DNA	5	2.1 Our logo	16	5.1 Our icons	31	7.1 Our tone of voice	42
1.2 Our name	6	2.2 Our icon	17	5.2 Photography within the grid	32	7.2 How we write	43
1.3 Our personality	7	2.3 Clear space	18	5.3 Informed by data	33	7.3 Hints and tips	45
1.4 Our proposition	8	2.4 Logo alignment	19	5.4 Diagram style	34	7.4 Good & bad examples	46
1.5 Our purpose	12	2.5 Correct logo use	20			7.5 Brand messaging	48
1.6 Our brand essence	13	2.6 Incorrect logo use	21	<b>6.0 PHOTOGRAPHY</b>	<b>35</b>	7.6 Our unique brand benefits	50
1.7 Our manifesto	14			6.1 Photography	36	7.7 The Visku message	51
		<b>3.0 OUR COLOURS</b>	<b>22</b>	6.2 Abstract	37		
		3.1 Our colour palette	23	6.3 Core colour - orange	38	<b>8.0 BRAND IN USE</b>	<b>55</b>
		3.2 Colour balance	24	6.4 Hero portraits	39		
		3.3 Colour usage	25	6.5 Creating a sense of movement	40		
		3.4 Colour tints	26				
		<b>4.0 TYPOGRAPHY</b>	<b>27</b>				
		4.1 Typography	28				
		4.2 Using typography	29				



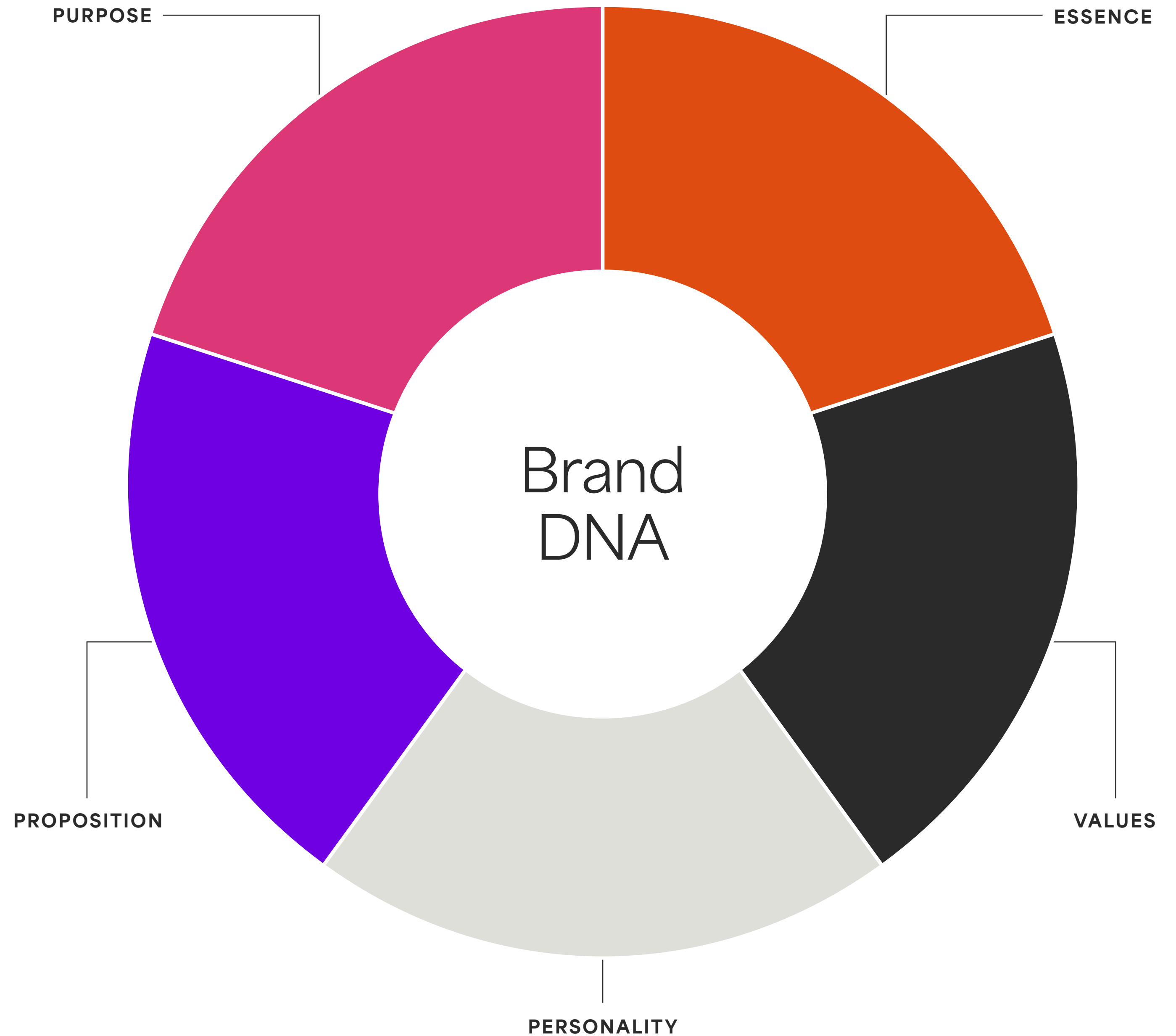
1.0 Brand DNA

# 1.1 Brand DNA

To stand out, we must establish a clear, consistent and unifying message for Visku.

A message that each team member is aware of, understands, believes in and communicates.

Our brand DNA is built from the following core principles:



## 1.2 Our name

Our name is important because it helps to build an identity for our business. It helps us to stand out from the competition and sets the tone for our brand.

### **VI = VIRTUAL**

Represents our expanding virtual network

Leaders in digital enablement

### **SKU = STOCK-KEEPING UNITS**

Represents Visku's approach - caring for every SKU or incremental gain for our customers.

Efficient, methodical, considered, measured, grounded.



### **VIS = VISIONARY**

Pioneering, innovative and future-predicting



# 1.3 Our personality

The characteristics of our brand – what we’re like to work with and our style of delivery.

How we come across.

WE BEHAVE IN A WAY THAT IS

Progressive *yet* pragmatic.

Curious *yet* rigorous.

Energised *yet* dependable.

BRAND CULTURE

Bold *yet* smart.

Driven *yet* supported.

BRAND VOICE

Energetic *yet* purposeful.

Direct *yet* friendly.

BRAND EXPERIENCE

Revolutionary *yet* considered.

Brave *yet* reliable.

CLIENTS FEEL

Inspired and guided.

Confident about the future.

## 1.4 Our proposition

The value and benefit we bring to our clients.

What makes VISKU a better choice than the competition?

How we are different.

# Supply Chain Reimagined

Imagine a future where *everything* runs smoothly. Where your supply chain offers clever new ways to grow and thrive.

Delivered by one reliable partner, with the expertise and experience to make it happen.

Visku is unique. To show you the possible, the vision, the ideal. And to plan it, bringing it all to life, and making it work hard.



# 1.4 Our proposition

## PROPOSITION - AREA ONE

# Visionary thinking

*Where we anticipate the future of the supply chain industry.*

The combined insights of our network, data and industry eyes let us predict, shape and define the supply chain and storage landscape.

Coupled with our pioneering tech, our virtual warehousing offer, and our investment in innovation, we harness all our expertise and experience.

Always challenging. Forever problem-solving. We think creatively, finding better ways to lead the way. All so we can unlock the hidden power of your supply chain.





# 1.4 Our proposition

## PROPOSITION - AREA TWO

# Grounded in practical delivery

*Where we bring ideas to life in the form of real world solutions.*

Nothing is possible until it's workable. When big thinking meets real solutions, that's when ambitions take flight.

With absolute diligence, we study every element of your supply chain. Unlocking new opportunities. And unearthing all areas that can be improved.

Our experts consider every aspect and dimension. Guaranteeing every decision will work harder, faster, stronger and is always commercially sound.

Then we help move your ambitions into reality. All through our range of uniquely built solutions and with the support of our trusted network.





# 1.4 Our proposition

PROPOSITION - AREA THREE

## Promise keepers

*Our commitment to keeping our promises*

In an unpredictable world, we're the people you can count on.

For years, we've been helping customers empower their supply chain. And they keep returning for more.

Why? Because we're visionary, yet grounded. Creative, yet practical. Challenging, yet helpful. The extra-milers. The ever-dependables. Consistent and true to our word.

We can say all this because we consider every single step. Taking the decisions together. And delivering the impossible time and time again.



# 1.5 Our purpose

Why we're doing what we do,  
and why it matters.

## OUR PURPOSE

Unlocking the power of business supply chains.

---

## EXTERNAL TRANSLATION

We unlock the power of your supply chain.



## 1.6 Our brand essence

The brand's core idea:

How VISKU is to be positioned  
in the minds of its customers.

OUR ESSENCE

Visionary thinking.  
Proven expertise.

# 1.7 Our manifesto

Before you start writing for us, it's good to see our writing style in action. Here, you'll find a range of examples, starting with our full brand manifesto.

Imagine a world where everything runs smoothly. Where change means nothing but opportunity. Storage flexes around your business. And your supply chain offers smart new ways to optimise. All delivered by one reliable partner, with the experience to make it happen.

This is the Visku way. We're here to guide you forward. Finding the space you need and the possibilities within your supply chain. Planning it. Challenging it. And working with you to bring it to life.

We do this through visionary thinking across your whole supply chain and scalable warehouse solutions through our extensive network. We use data and experience to predict and shape the supply chain landscape. From pioneering tech to down to earth problem-solving, we think creatively and find better ways.

Always grounded in practical delivery, we turn ideas into tangible results through real planning and execution. Studying every element of your supply chain, we unearth new opportunities. And with our breadth of expertise, we challenge every strategy, ensuring it will work for you.

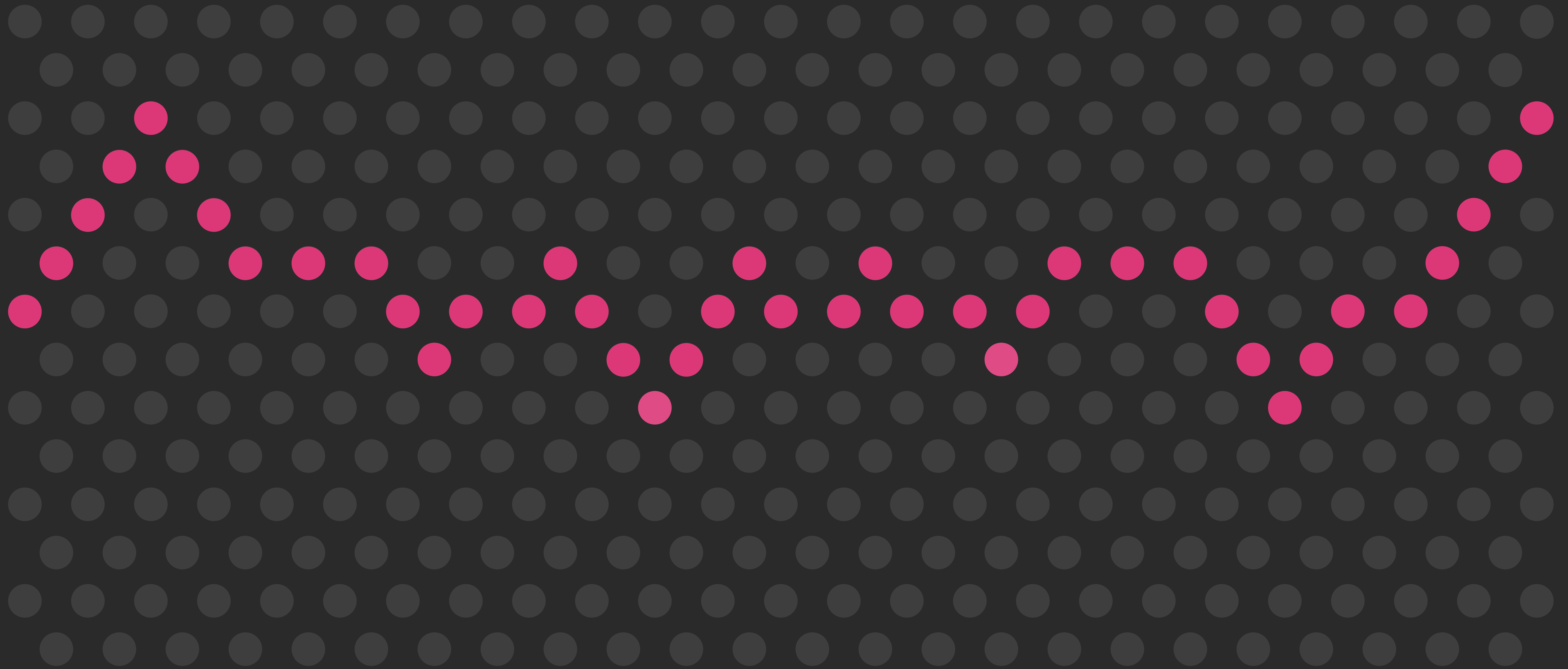
Offering flexible storage and consulting expertise, we'll not only help you find the space you need, we'll help your supply chain work harder. And move your ambition into reality, at the speed and scale you need.

Transparent around costs. Geared around efficiency. We're an ecosystem for the supply chain industry. Delivering reliable solutions, worldwide.

Known as the promise-keepers, the extra-milers, the ever-dependables. We're always true to our word. Only proposing what we know can be achieved.

From large scale change, to small, everyday improvements. We handle it all, bringing the real world closer to your ideal world.

Together, we'll unlock the power of your supply chain, so that you can stay ahead and expand your future.



2.0 Our logo



## 2.1 Our logo

Our logo is one of the most visible elements of our brand, a universal signature across all our communications. It distinguishes us from our competitors and other companies.

Our logo is a tangible symbol of our brand, a stamp of quality and represents our expertise, values, and lends authority and trust wherever it appears.

Shown here are our master logos an option for use on light and dark colour backgrounds.



Note: Please use the logo files provided.  
Do not recreate, copy or screenshot our logos.



MASTER LOGO (DARK GREY)



MASTER LOGO (WHITE)

## 2.2 Our icon

Our abstract letter 'V' icon within our logo creates a sense of movement and change, agility and responsiveness.

The abstract 'V' icon is drawn from three elements, two free flowing circles and two connecting circles. The connecting circles represent our ability to connect the dots within the supply chain.

The icon can be used across collateral in a number of ways to reinforce our brand. The icon is very important to our brand – to maintain its integrity, certain rules have been applied to its use.

The icon should only appear in our primary orange.

The icon should only ever appear in the direction shown here with the 'V' clear to recognise.

The icon should only appear in its full form.

Clear space rules apply to the icon as set out on the following page.



ICON GRID



OUR ICON

# 2.3 Clear space

Our logo is made up of our wordmark with our abstract 'V' icon positioned above.

To protect the clarity and visual integrity of our logo we need to give it room to breathe. This is defined by an area of clear space around it that nothing should enter into.

The clear space area around our logo should be equal to the largest circle in our abstract 'V'. This will be variable depending on the size which the logo appears.

These rules apply to all versions of our logo, including when using horizontally stacked.



## CLEAR SPACE REQUIRED

Clear space area equal to the largest circle in our abstract 'V'.



Note: The minimum size of the logo should be no less than 36mm in width for print and no less than 100px in width for digital applications.

# 2.4 Logo alignment

When it comes to the alignment of our logo, our preferred location on documents is in the top right or bottom right corners.

We understand that flexibility may be required, depending on content and use, if more room is required then the logo can be placed in the opposite corners or aligned to the centre as secondary options.



Note: When placing the logo, it should always have a margin that is at least equal to the clear space.



Primary logo position is top right or bottom right corners.



When required, our logo can be positioned in the centre as a secondary option.



When required, our logo can be positioned in the bottom left corner as a secondary option.



When required, our logo can be positioned in the top left corner as a secondary option, for example on our company letterhead.



Do not put the logo to close the document bounds, always use at least the clear space.



## 2.5 Correct logo use

Our logo should be placed carefully across all collateral. Always place the logo on simple, clear backgrounds with sufficient contrast for legibility.

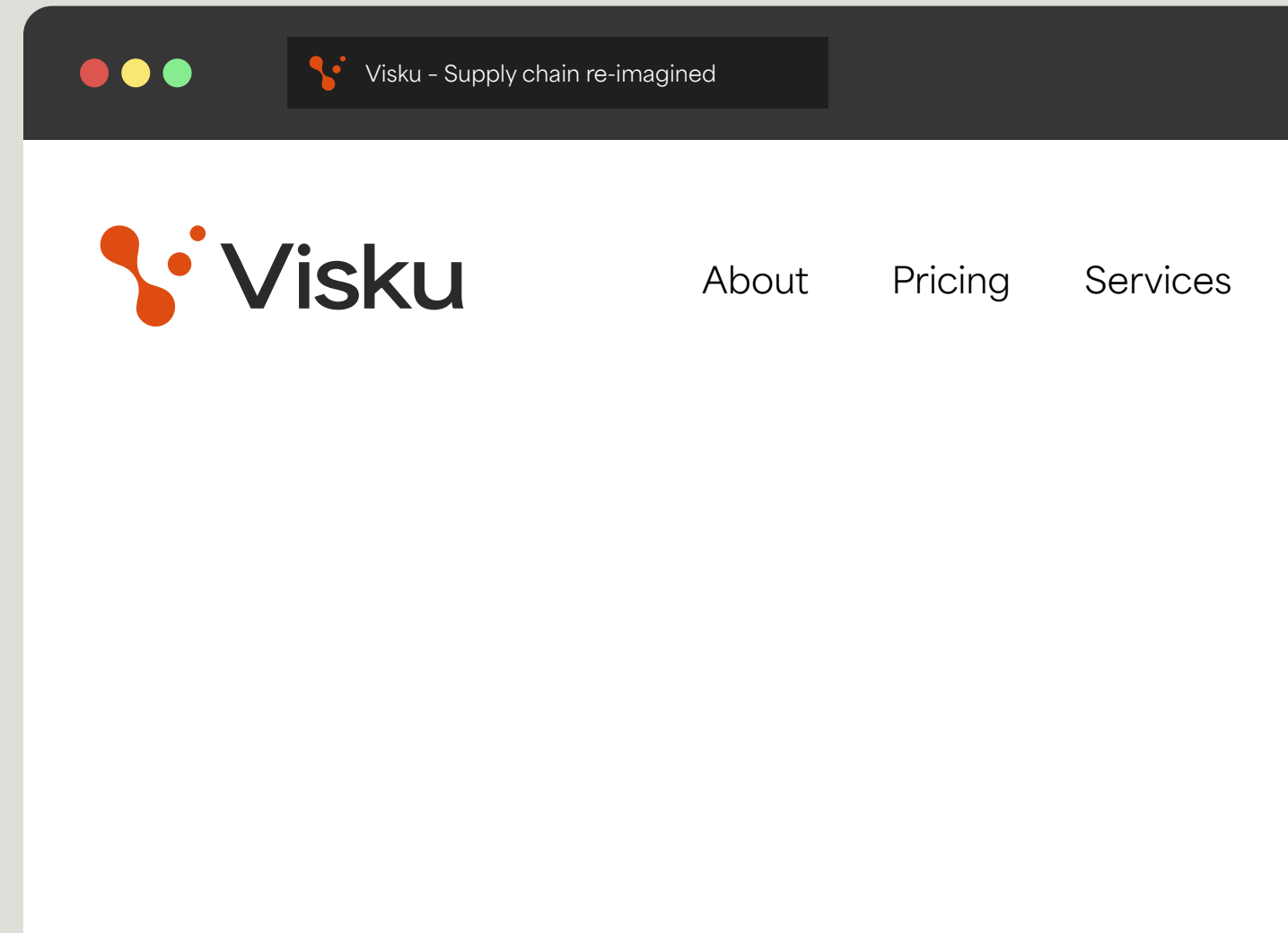
Here are some recommended examples of how our logo should be used.

1. Ensure the logo has enough contrast for legibility.
2. For smaller versions of the logo, ensure it is still legible and adheres to size and spacing guidelines.
3. For favicons our abstract 'V' icon can be used as a simple and recognisable mark.
4. Use our logo when introducing the brand, for example on document covers.
5. Always place the logo on clear and simple backgrounds, ensuring colours have enough contrast for legibility.

1



2



3



4



# 2.6 Incorrect logo use

Consistency is essential to our brand. Our logo should only ever appear as shown earlier in the guidelines. Shown here are guidelines so you don't misuse or modify the logo.

1. Don't distort or warp

2. Don't apply any effects

3. Don't rotate

4. Don't recolor

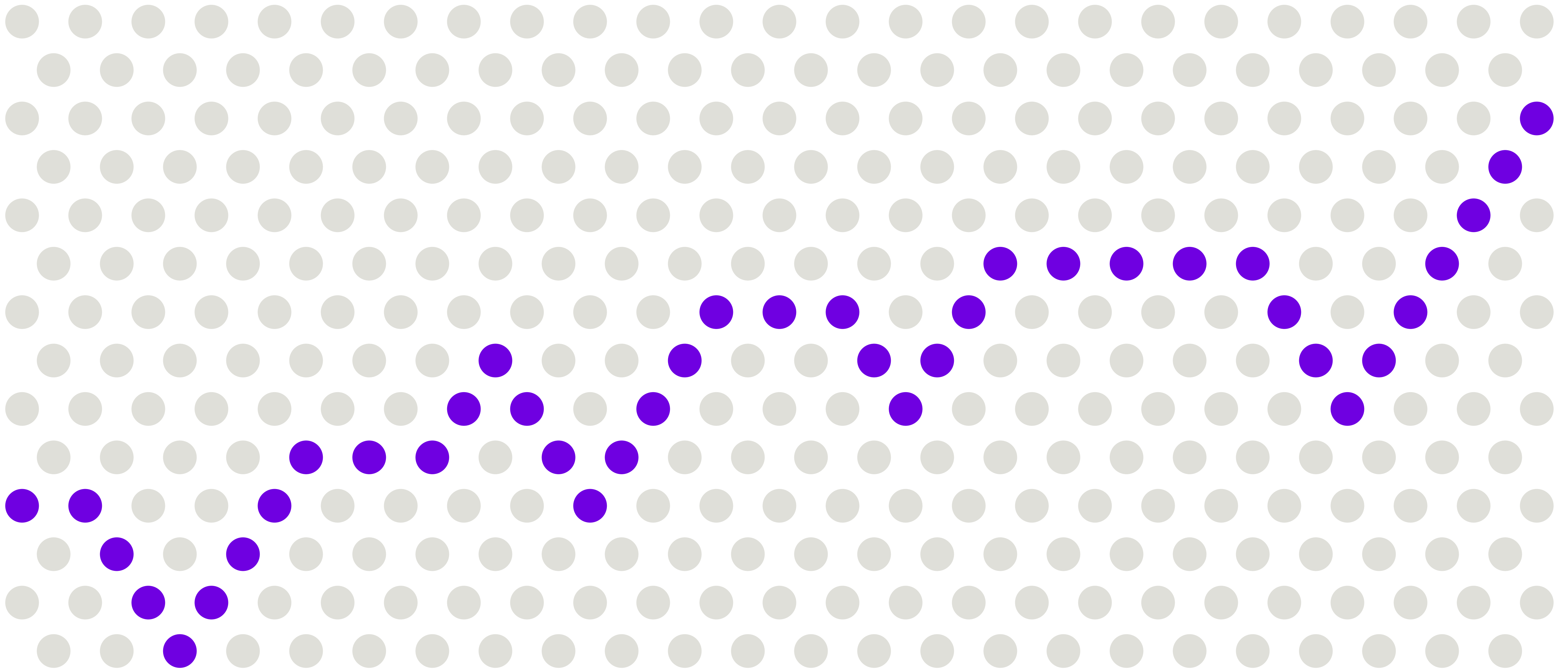
5. Don't change the lockup

6. Don't flip direction
7. Do not manipulate our abstract 'V' icon

8. Do not add any other elements or text

9. Do not place our logo on backgrounds that limit visibility





## 3.0 Our colours



# 3.1 Our colour palette

Our colours are an expression of who we are and a reflection of our brand values and personality.

ORANGE  
#FF4B00  
R255 G75 B0  
C0 M80 Y100 K0  
PANTONE ORANGE 021 C

DEEP GREY  
#262626  
R38 G38 B38  
C72 M63 Y58 K75  
PANTONE BLACK 3 C

PALE GREY  
#E0E0DA  
R224 G224 B218  
C14 M10 Y14 K0  
PANTONE WARM GRAY 1 C

PINK  
#FF357B  
R255 G53 B123  
C0 M90 Y10 K0  
PANTONE 213 C

PURPLE  
#8200E6  
R130 G0 B230  
C62 M93 Y0 K0  
PANTONE 266 C

# 3.2 Colour balance

To create consistency and brand recognition it is important that we get the balance of our palette right.

Our colours are designed to work together in harmony. Shown here is the approximate percentage each colour should be used.

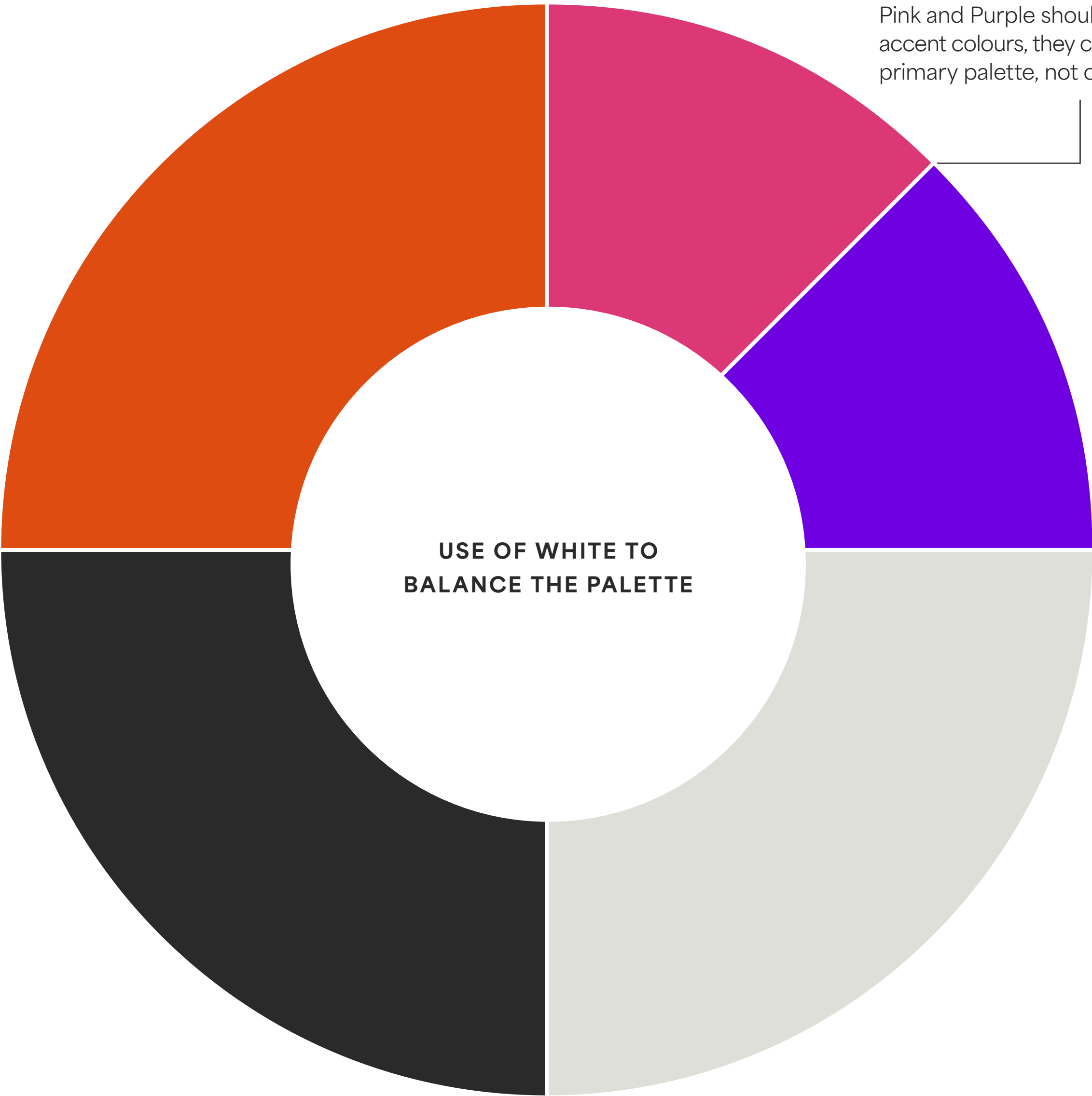
Special guidance on using colour pairings can be found over the following pages.

**PRIMARY PALETTE**

Orange, Deep Grey and Pale Grey are our primary palette. They are the predominant brand colours and will be used the most across all of our collateral.

**SECONDARY PALETTE**

Pink and Purple should be used as accent colours, they complement our primary palette, not overpower it.



Note: All colors are supplied as .ASE swatch files and .AI Illustrator files for both RGB and CMYK. ASE files can be imported into Adobe Illustrator and InDesign.

# 3.3 Colour usage

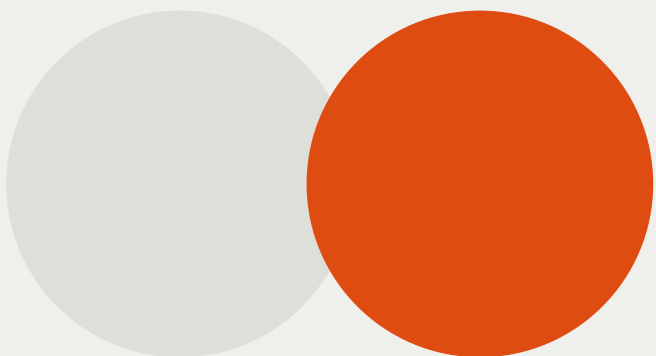
Here is a collection of suggested colour pairings that work well, as well as those to avoid.



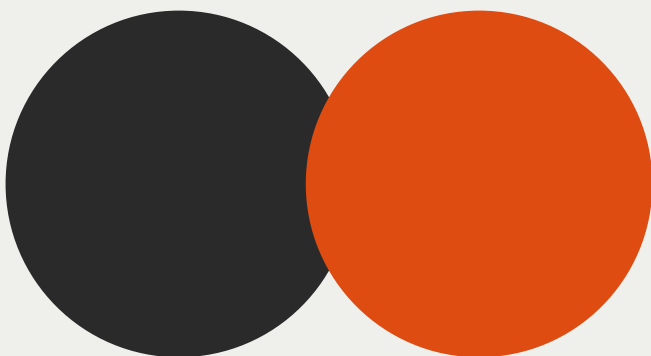
Note: This guidance is predominantly relating to text colours and should be used as a guide only. When using colour within diagrams or graphic devices – more flexibility can be applied, but legibility should always be considered as priority.

## COLOUR COMBINATIONS TO USE

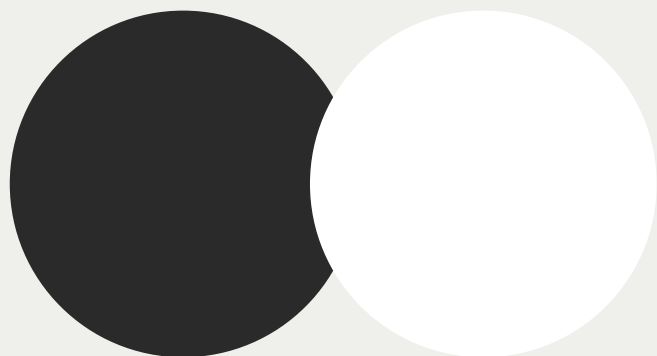
These colours work well on-top of each other and provide enough contrast for the reader.



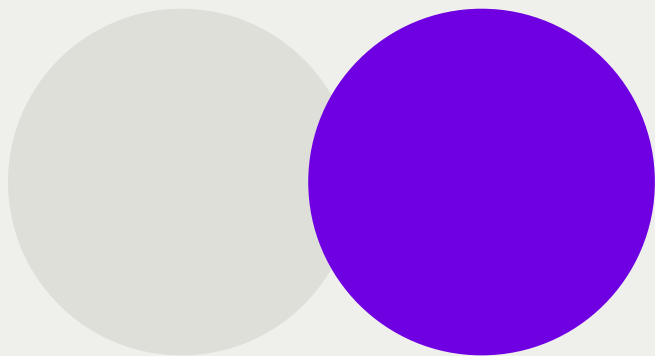
Pale Grey and Orange



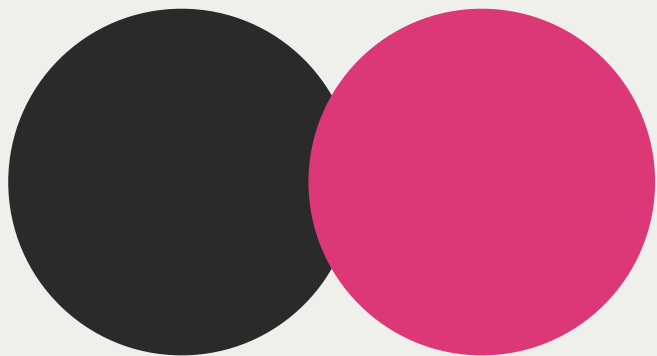
Dark Grey and Orange



Dark Grey and White



Pale Grey and Purple



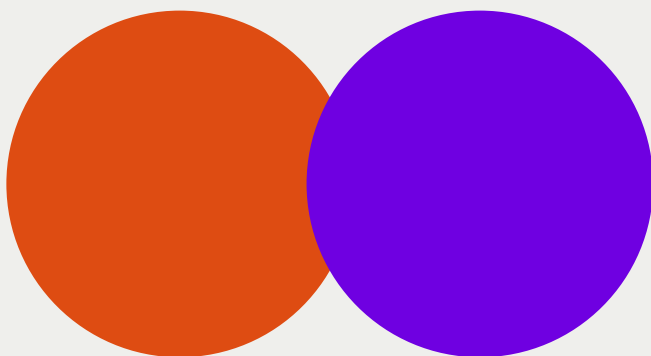
Dark Grey and Pink



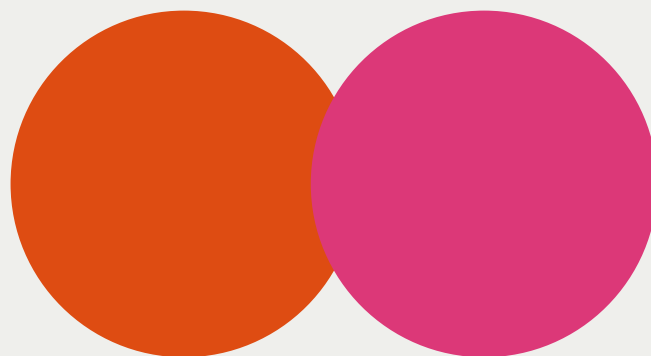
White and Orange

## COLOUR COMBINATIONS TO AVOID

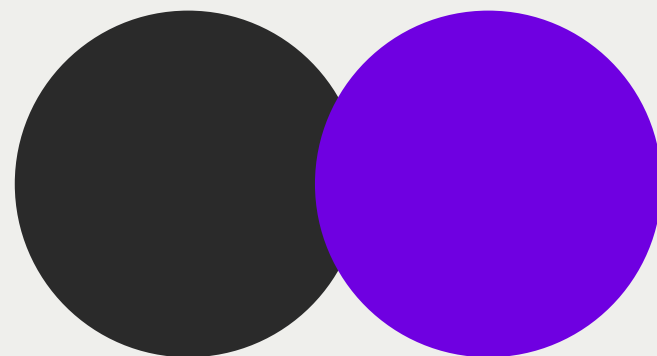
Certain combinations shown here do not work as well for legibility.



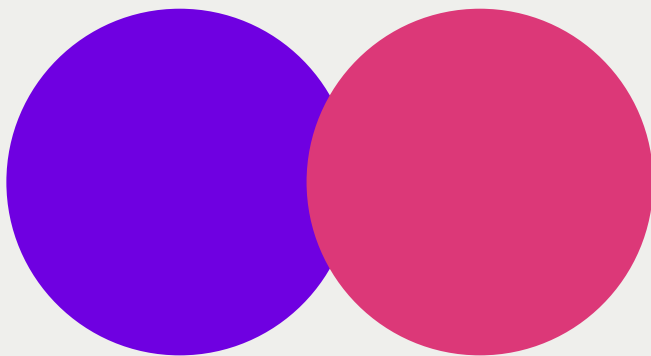
Orange and Purple



Orange and Pink



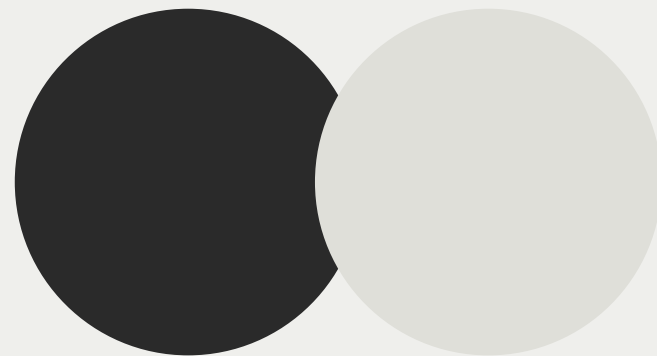
Dark Grey and Purple



Purple and Pink



Pale Grey and White



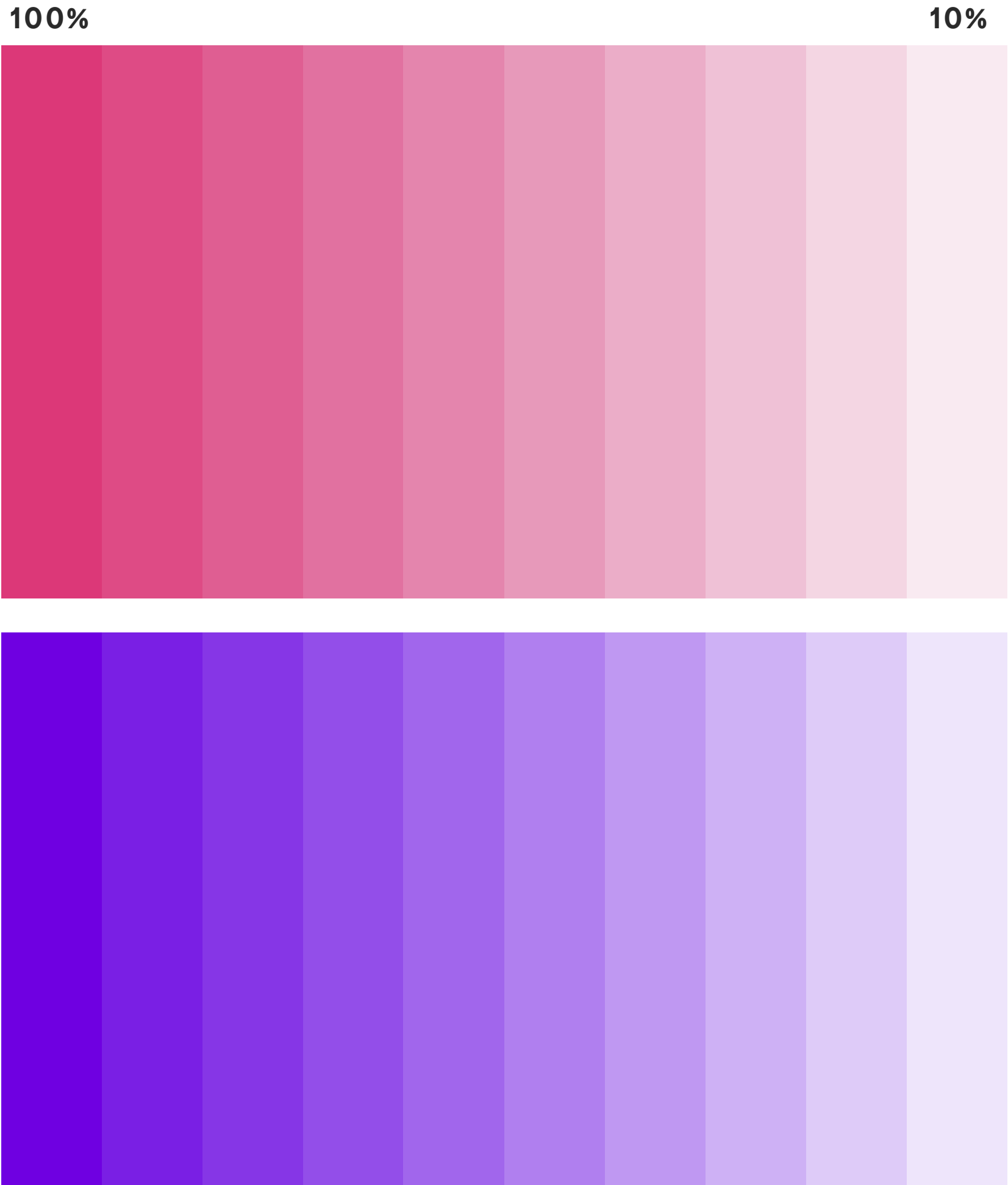
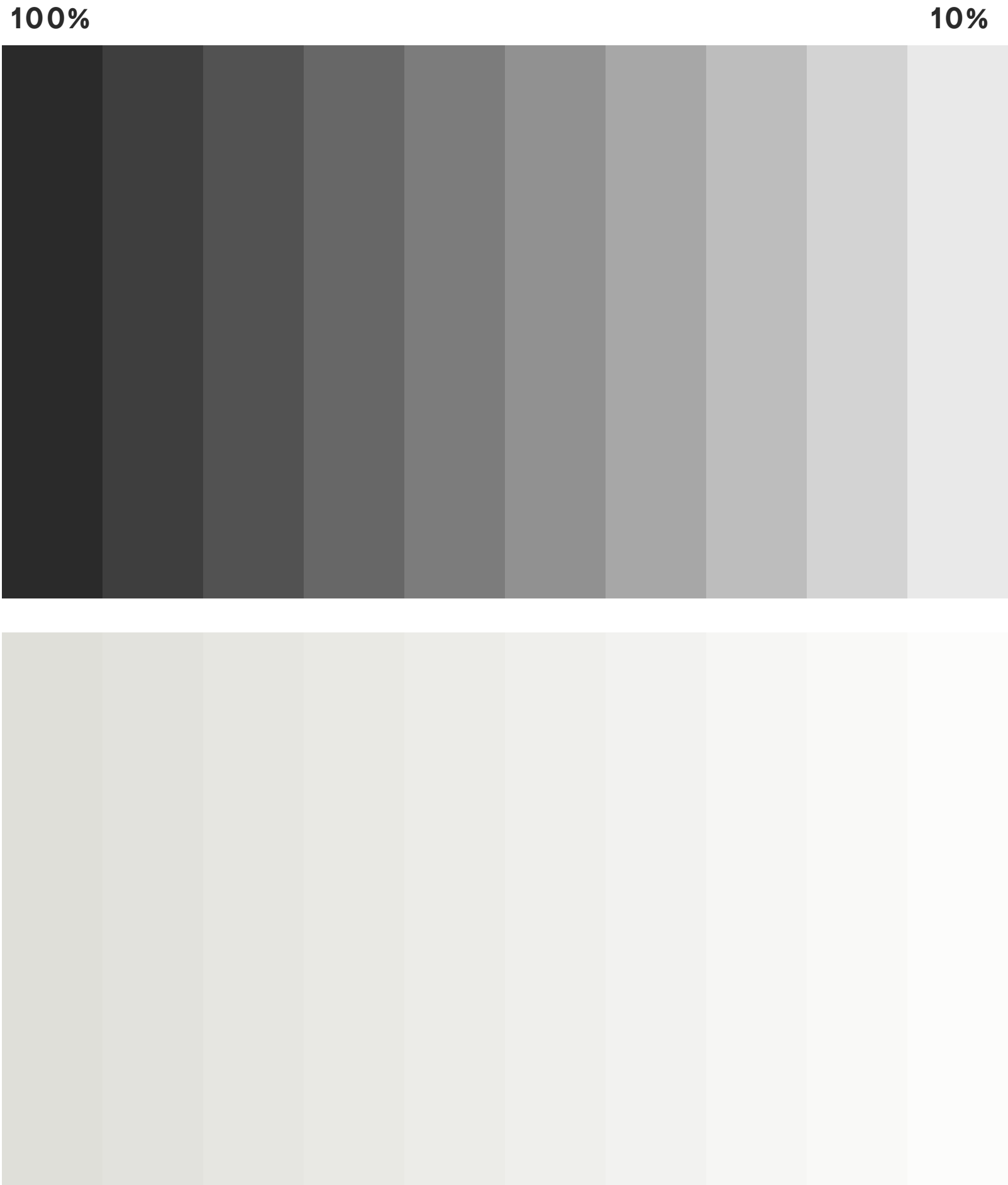
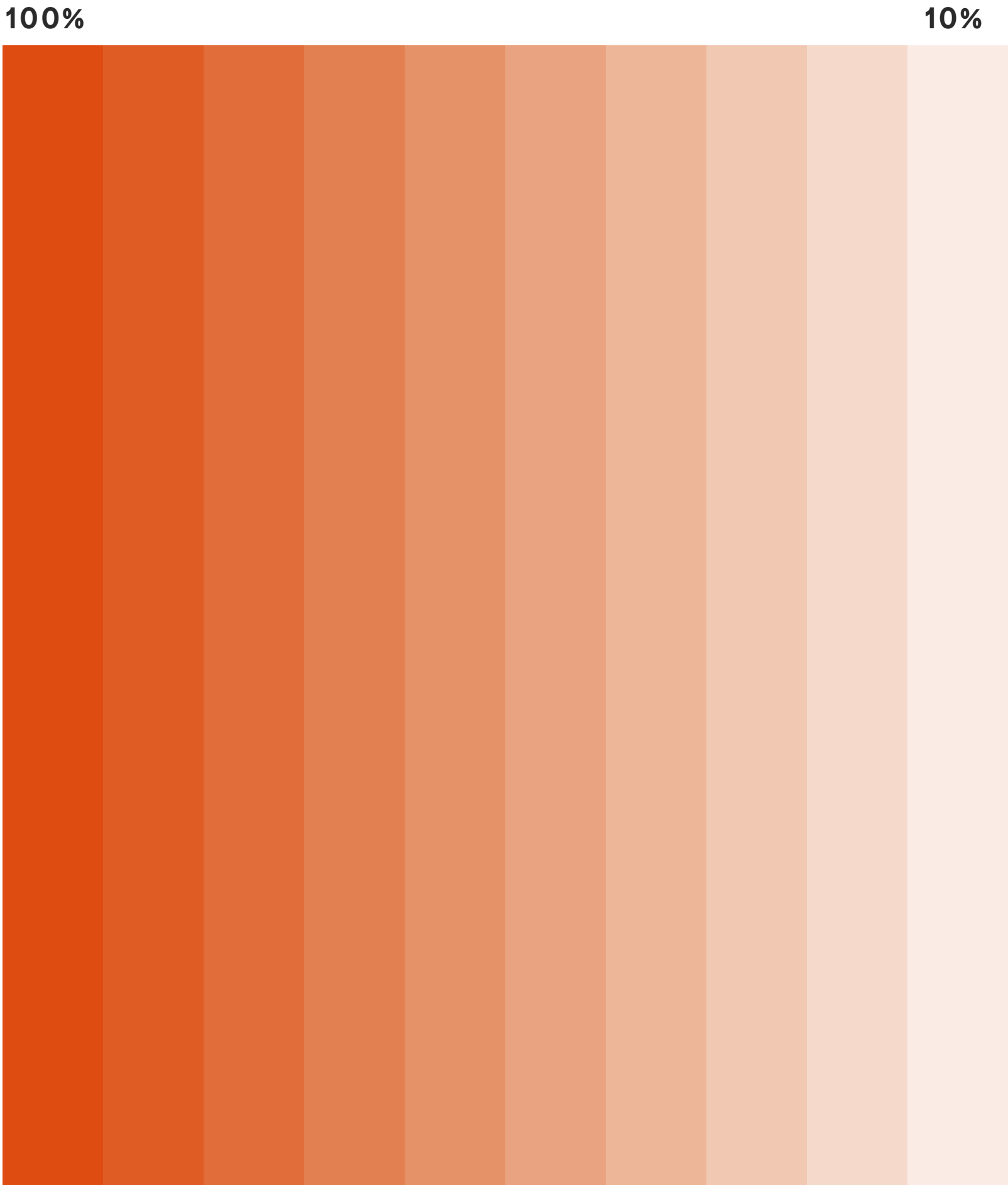
Dark Grey and Pale Grey

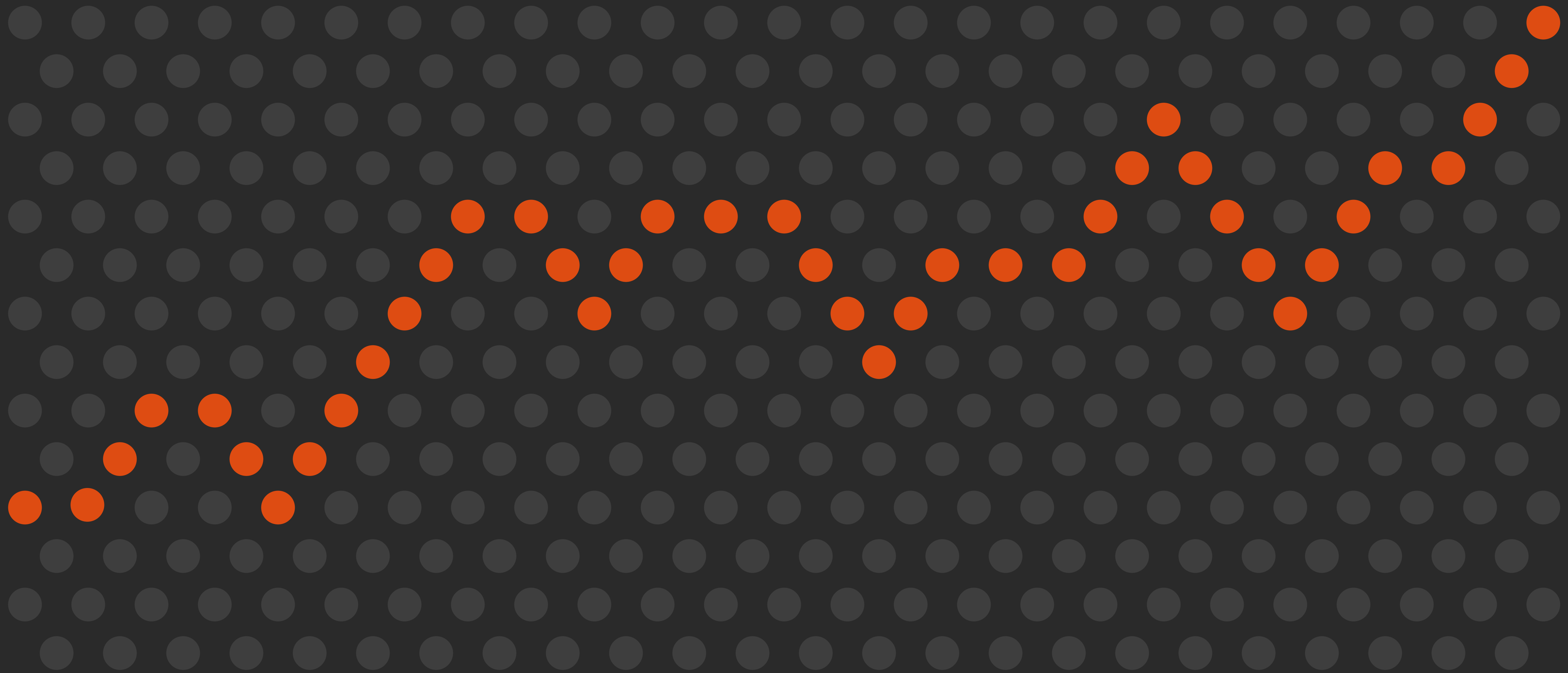
# 3.4 Colour tints

Here is a collection of suggested colour tints which can be used to complement our full brand palette. To maintain the vibrancy and boldness of our palette, tints should be used sparingly across collateral.



Note: For consistency when using tints, please only use increments of 10%.





# 4.0 Typography

# 4.1 Typography

Our core brand typeface is Area. It is the foundation of our brand style and reflects our brand personality, beliefs and design principles.

The typeface has a variety of weights meaning it allows flexibility.

The Area font family is available for use with an Adobe Creative Cloud license, please visit: [www.fonts.adobe.com/fonts/area](http://www.fonts.adobe.com/fonts/area)



Note: Where these fonts cannot be used, such as email communications; and email newsletters please use Arial.

## AREA - BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.!?@%^&\*(){}

## AREA - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.!?@%^&\*(){}

## ARIAL - ALTERNATIVE TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.!?@%^&\*(){}

# 4.2 Using typography

Good typography often goes unnoticed. Elements of good typography include consistency, hierarchy and alignment.

Consistency is key, however, our documentation usage is wide and varying – and therefore creating consistent font sizes is difficult to define. To keep things as in tune as possible, the following will guide you through some good practices for achieving the best possible results.



Note: Special care should be taken to check kerning (the space between letters).

Headlines and key messages are in Area Regular (sentence case) and the line spacing should be at 110% of the font size.

Key words can be pulled out using Extra Bold or Black. This should be used sparingly and shouldn't distract from the overall text.

Sub headings in Area Regular and line spacing should be at 120-140% of the font size depending on the size of the copy.

Body copy in Area Regular and line spacing should be between 120-140% of the font size.

Key words can be pulled out using Extra Bold or Black. This should be used sparingly and shouldn't distract from the overall text.

Quotes should be set in italic font weights. Where possible, please use hanging punctuation so that the flow of the copy does not break the margin of alignment.

Call outs and UI elements should always be in Area Extra Bold.

# Supply Chain re-imagined.

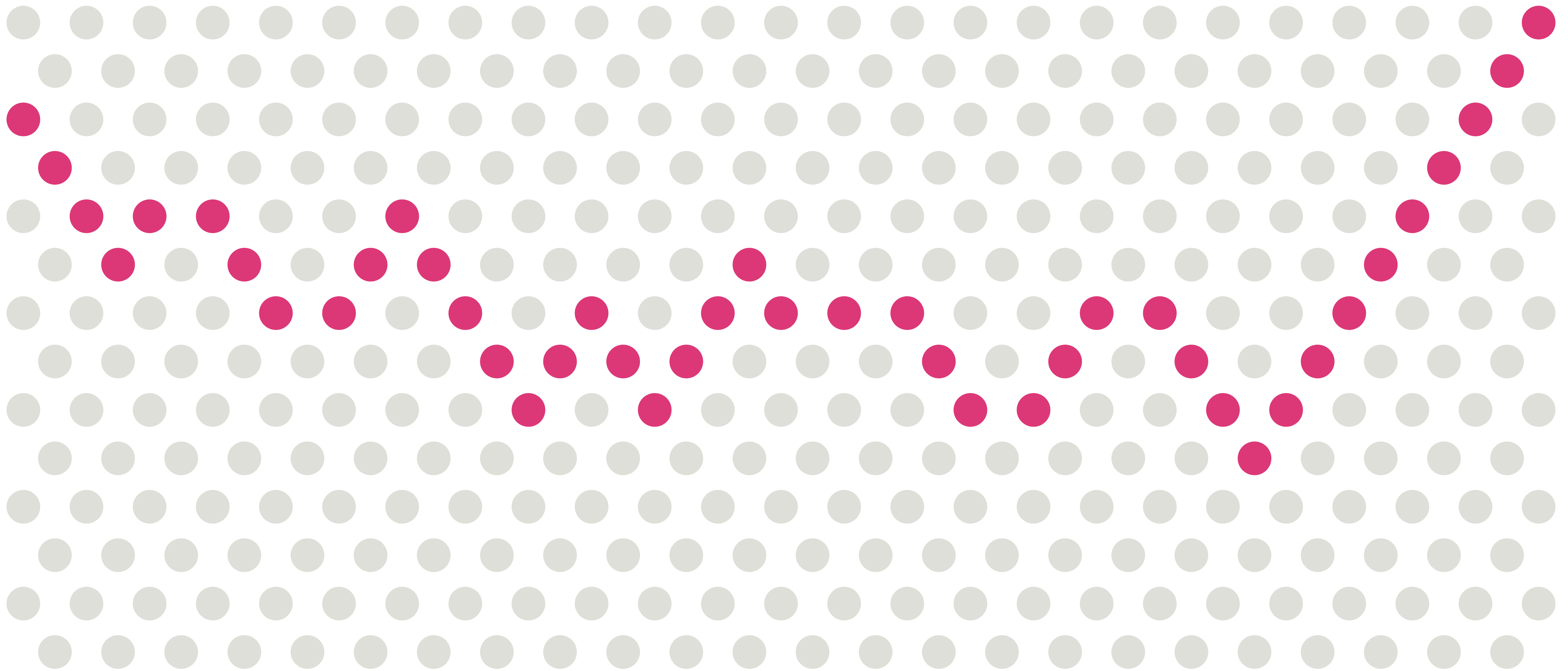
Tae ditia conem di rest, quatem dolupta volecat ma doluptius dolum sequam restrum eum quat odi bla ene corum alitiis.

Met idus sus solora quassunt quatecum aborum magnat es adita dolore dolor maxim experor porestiusam qui repelique que commos nat ma volupta tuscidu ndipsam vel invellit et, oditem et re mo cum et hicia quiatquos endam facepeles consequia voluptatia porioressi nis aut aut untemoditate nonsenest, sequodigendi ipsapideles quas dolupic imagniende volorepudam sappellicia essi officim aximped **expercias si cornistorem** in net optis electem resse ipsapiendae exerferumqui.

"Riasperuntis consequo del inumqui duntem et et quoditatur aliberum voloreiur atur sitia niendam quo modis volorehente voluptas res qui consectu."

READ MORE





## 5.0 Graphic language

# 5.1 Our icons

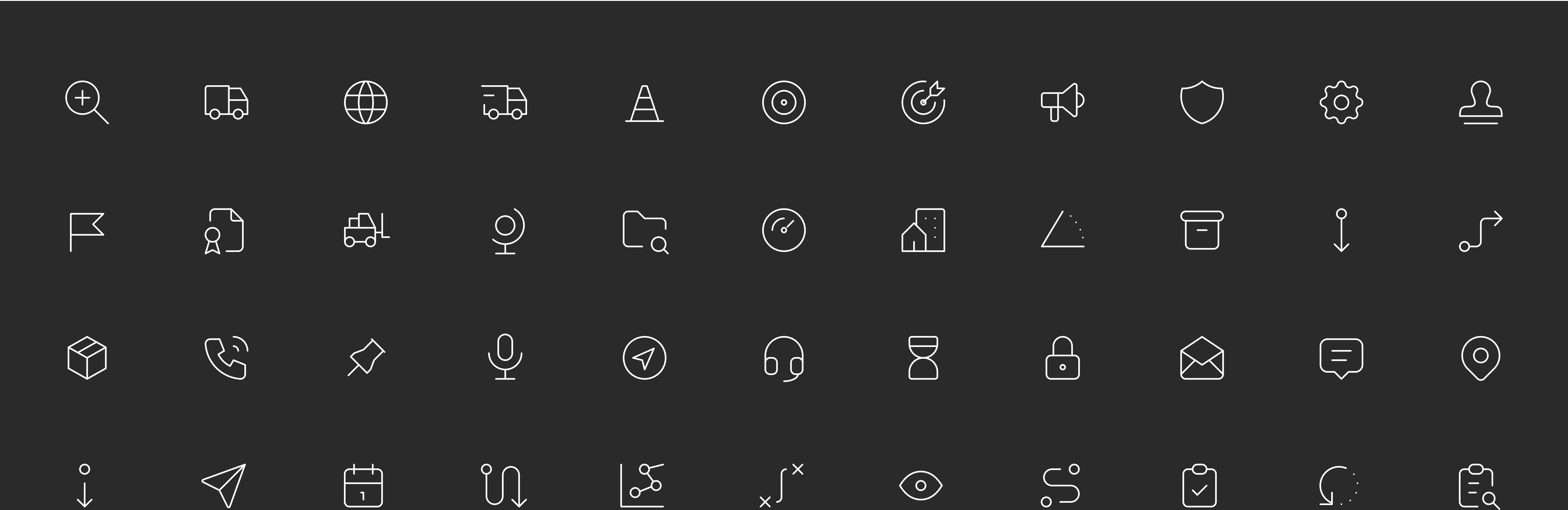
As visual symbols, icons can represent ideas, services or actions. Our icon style is circular in style to complement our brand icon. A set of icons have been designed however if new icons are required they should follow this style.

The icons work best for UI and digital comms, but can also be scaled to be included across printed collateral if required.

Our icons can be used in any colour from our palette, please refer to page 22-26 for specific guidance on using colour.



Note: To maintain functionality, use icons strategically throughout your designs.



# 5.2 Photography within the grid

Our brand uses photography within the grid, the grid is drawn from our logo and can be used to create visually interesting layered imagery within the diagonal shape.

When choosing imagery to use within the grid, special consideration should be taken to use images that complement each other and doesn't compete for attention. Only one of the images should be a key image with the others creating interest with abstract texture or photography.

Note: The grid can be used flexibly to create shapes however only use on a left or right aligned angle. Ensure the content of the image is central to the shape so that key information is not cropped.



PHOTOGRAPHY GRID EXAMPLES



CROP CONSIDERATIONS



## 5.3 Informed by data

We use insight, real learned expertise, trusted networks, flexible contracts, extra mile support and invested technology. We show this through our dot grid by visually ‘Connecting the dots’.

Our dot grid represents our data driven business and can be used in various formations to create visual interest.

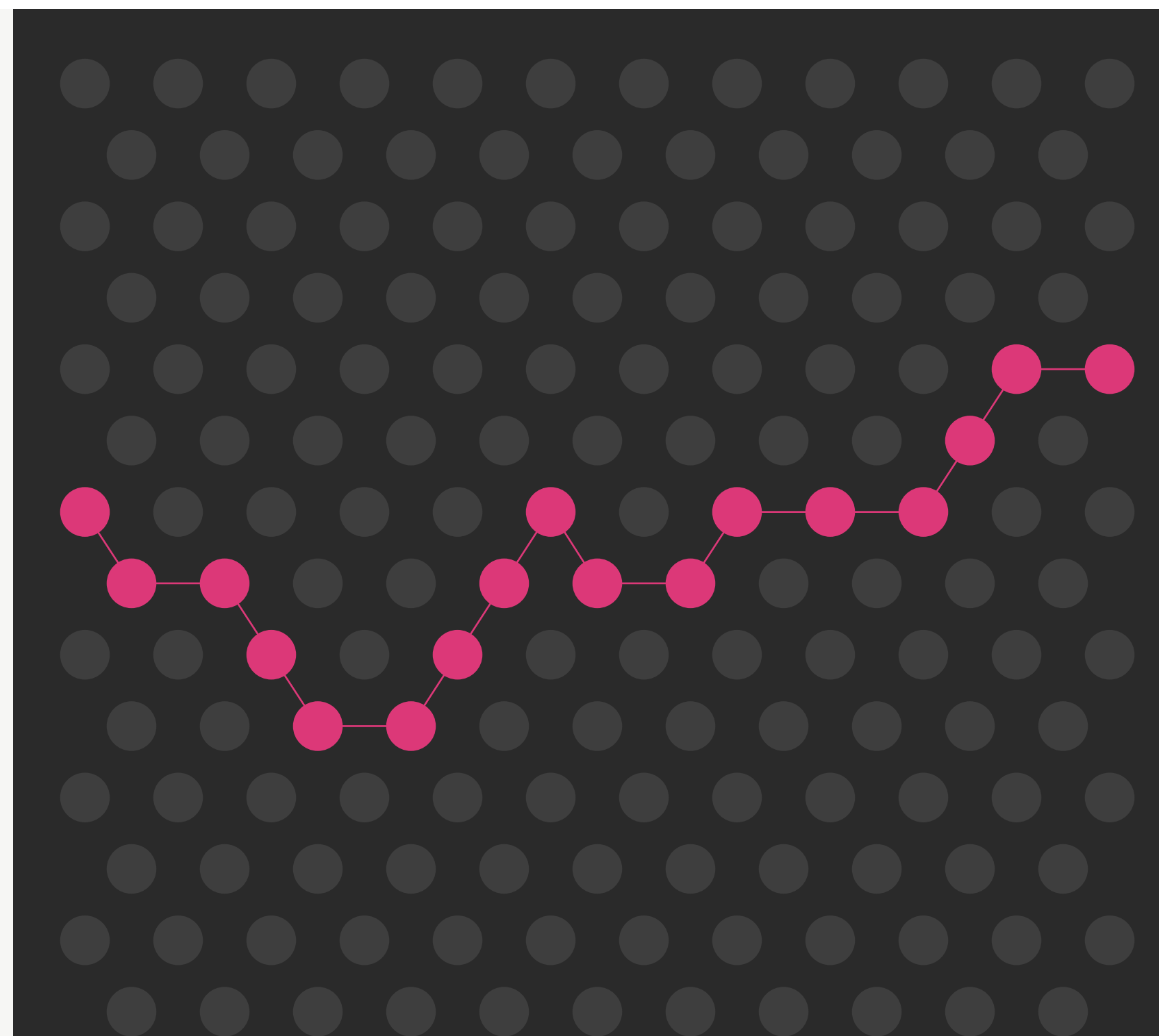
Within the dot grids shown below we can convey the ideas of ‘Always moving forward’, ‘Connecting the dots’ and ‘Plotting the data’.

The dot grid should always feature coloured dots following a path across the grid, special consideration should be taken to ensure the end path of the dots ends in a higher position to the beginning.

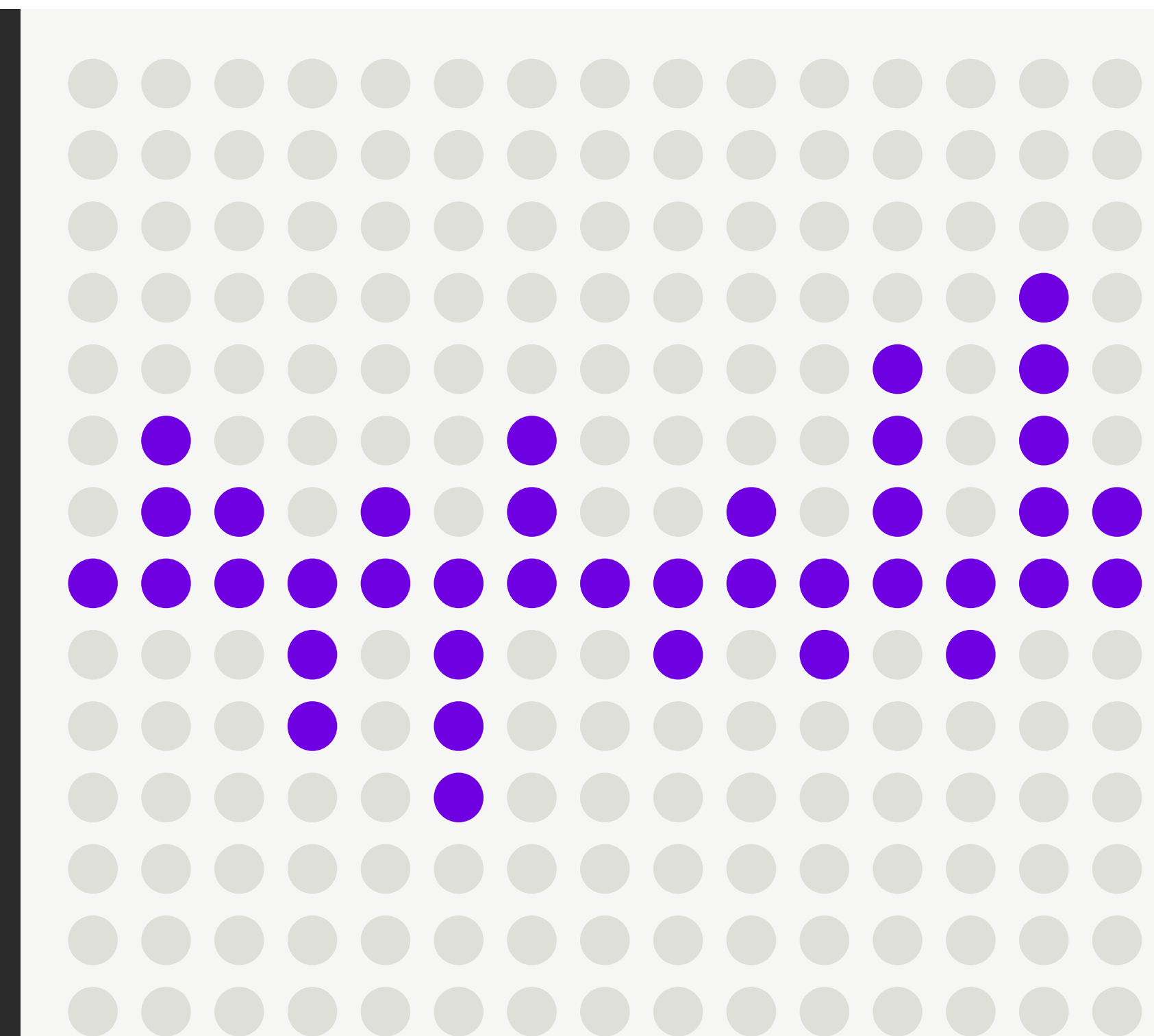
The dot grid can use our colour palette can be used as required, however please refer to page 22-26 for specific guidance on using colour.



ALWAYS MOVING FORWARD



CONNECTING THE DOTS



PLOTTING THE DATA

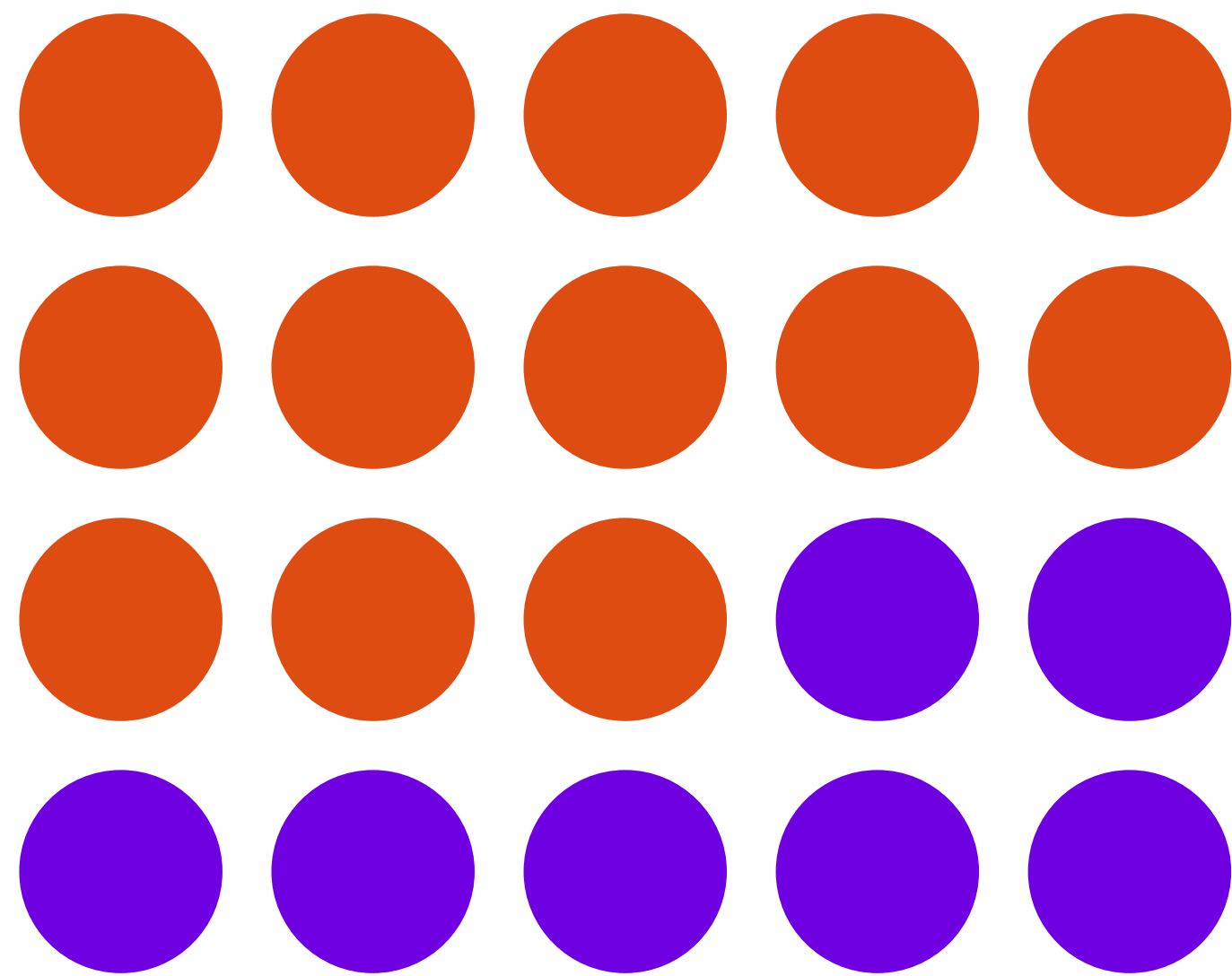
## 5.4 Diagram style

Infographics and diagrams are a great way to communicate key business information and ideas clearly and quickly. Due to the nature of infographics and diagrams there is a need for flexibility, but all infographics created still need to represent our brand.

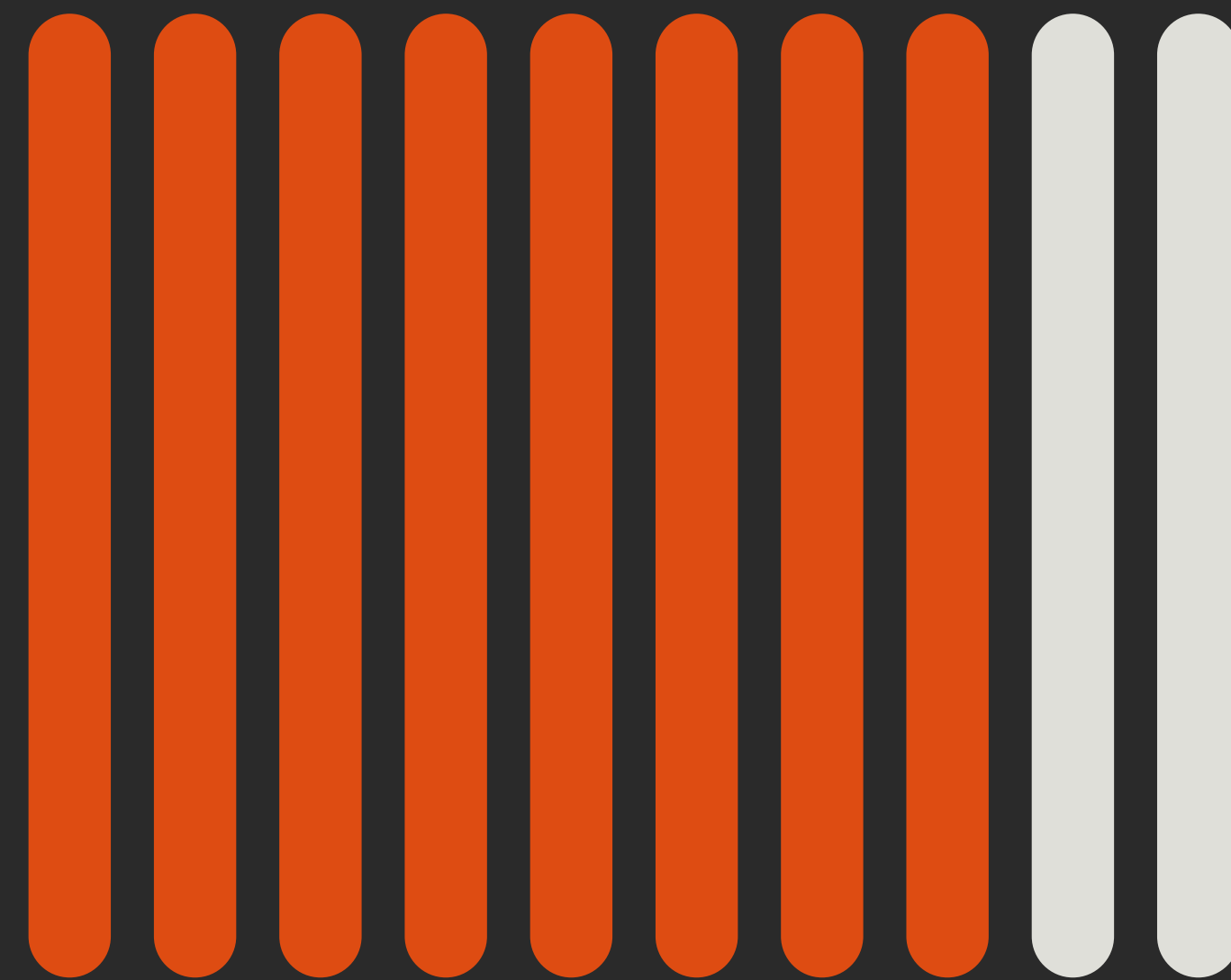
Certain rules apply when using diagrams to ensure we maintain this consistency.

Various diagram styles are shown here for guidance in styling and key features include:

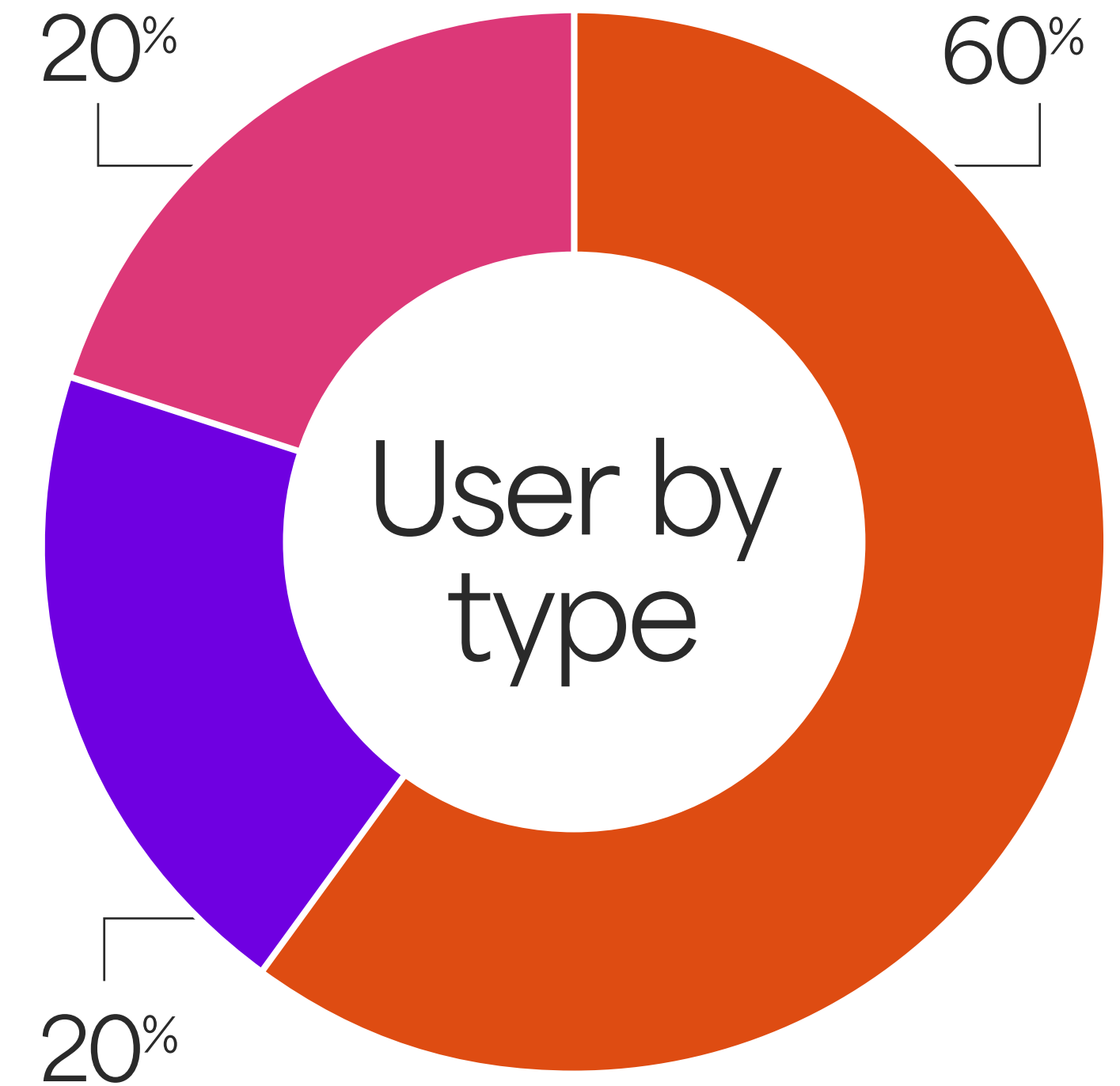
- Rounded corners on any shapes
- Use of circles
- Figures should be clearly labelled
- The colour palette can be used as required, however please refer to page 22-26 for specific guidance on using colour.

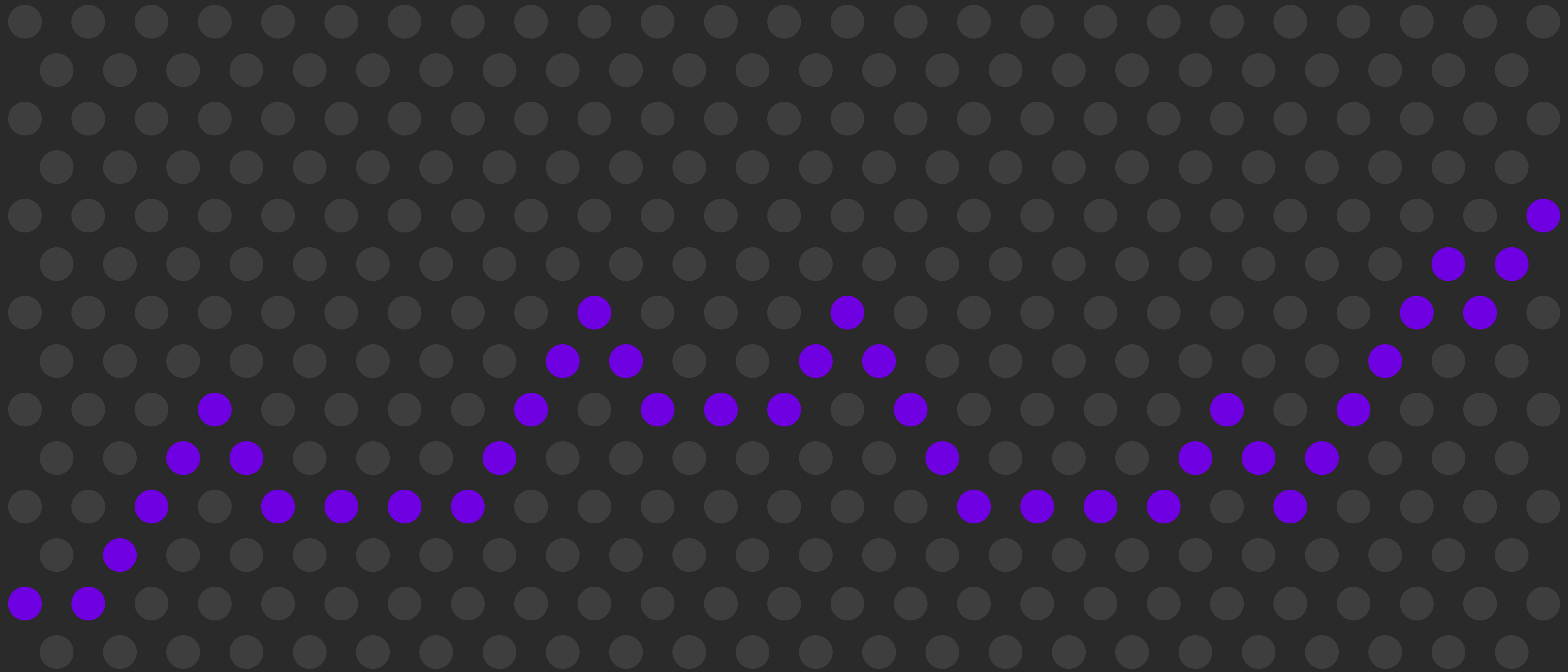


13 out of 20



80% of users





# 6.0 Photography



# 6.1 Photography

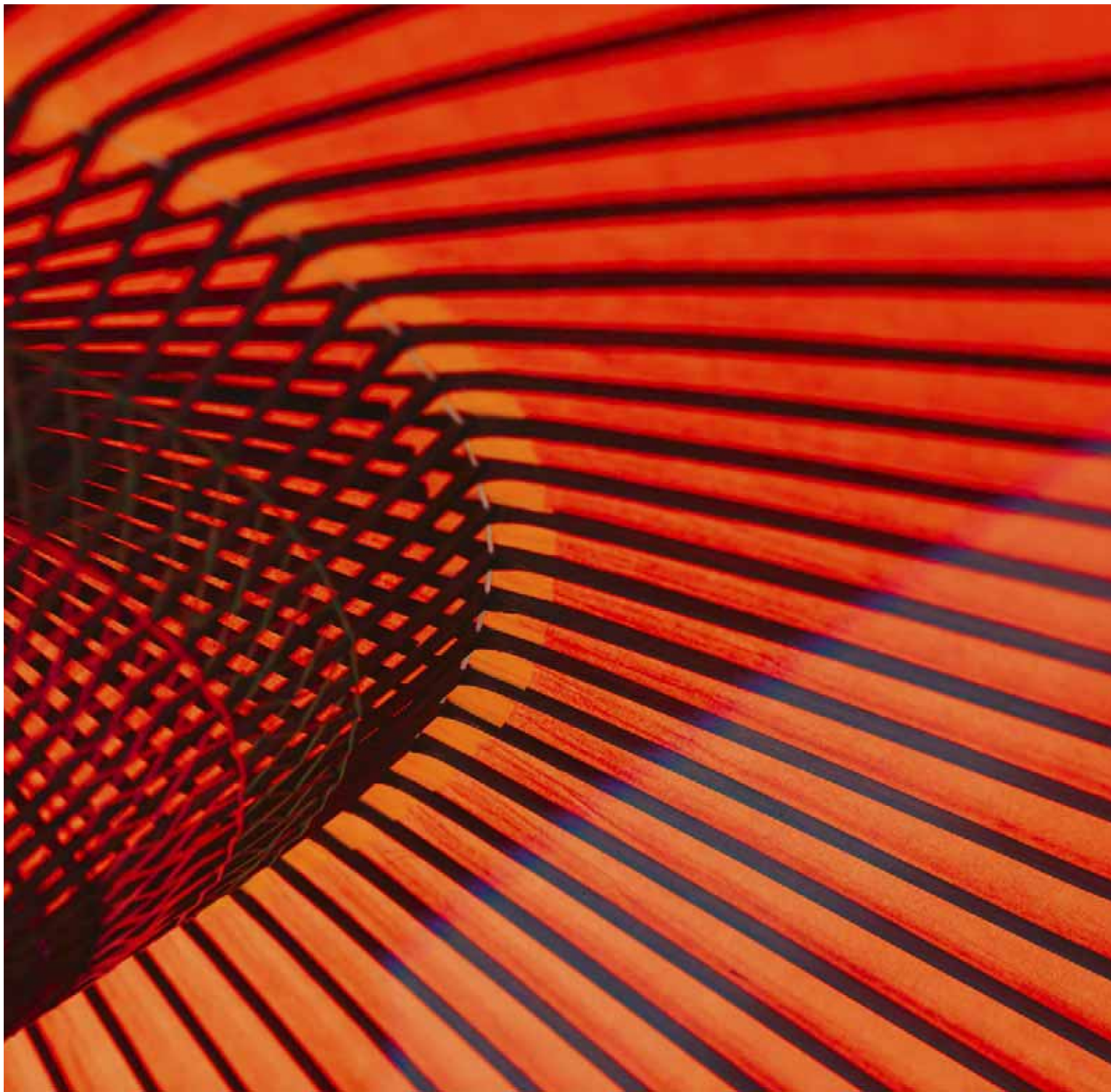
Our photography helps to tell the story of our brand. To create balance and visual interest across our photography we have created three key themes. This is to ensure we are representing every aspect of Visku as a brand.

Our key themes are:

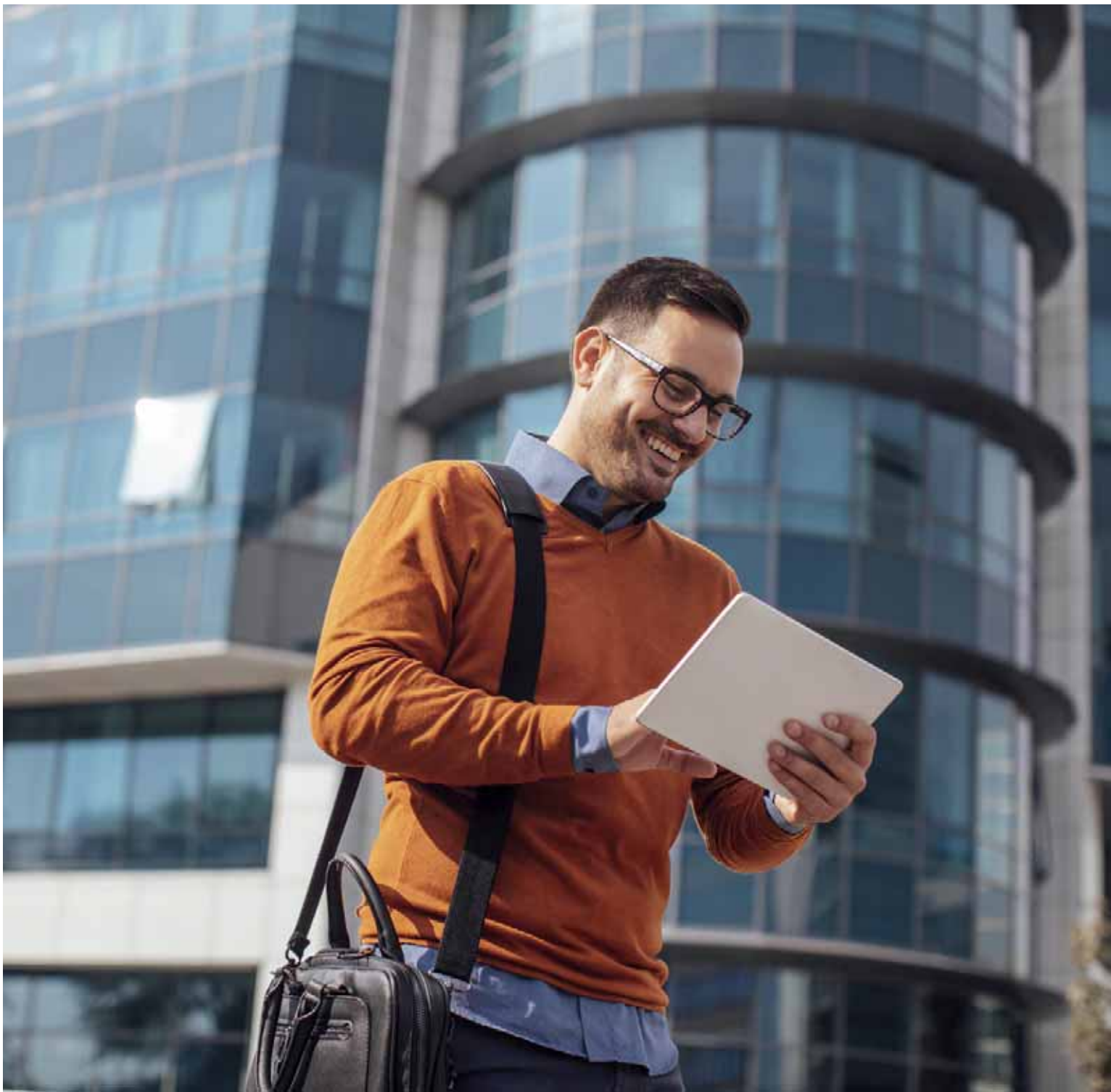
- Abstract
- Core colour - Orange
- Hero portraits
- Movement

More detail is given around each of these three themes over the following pages.

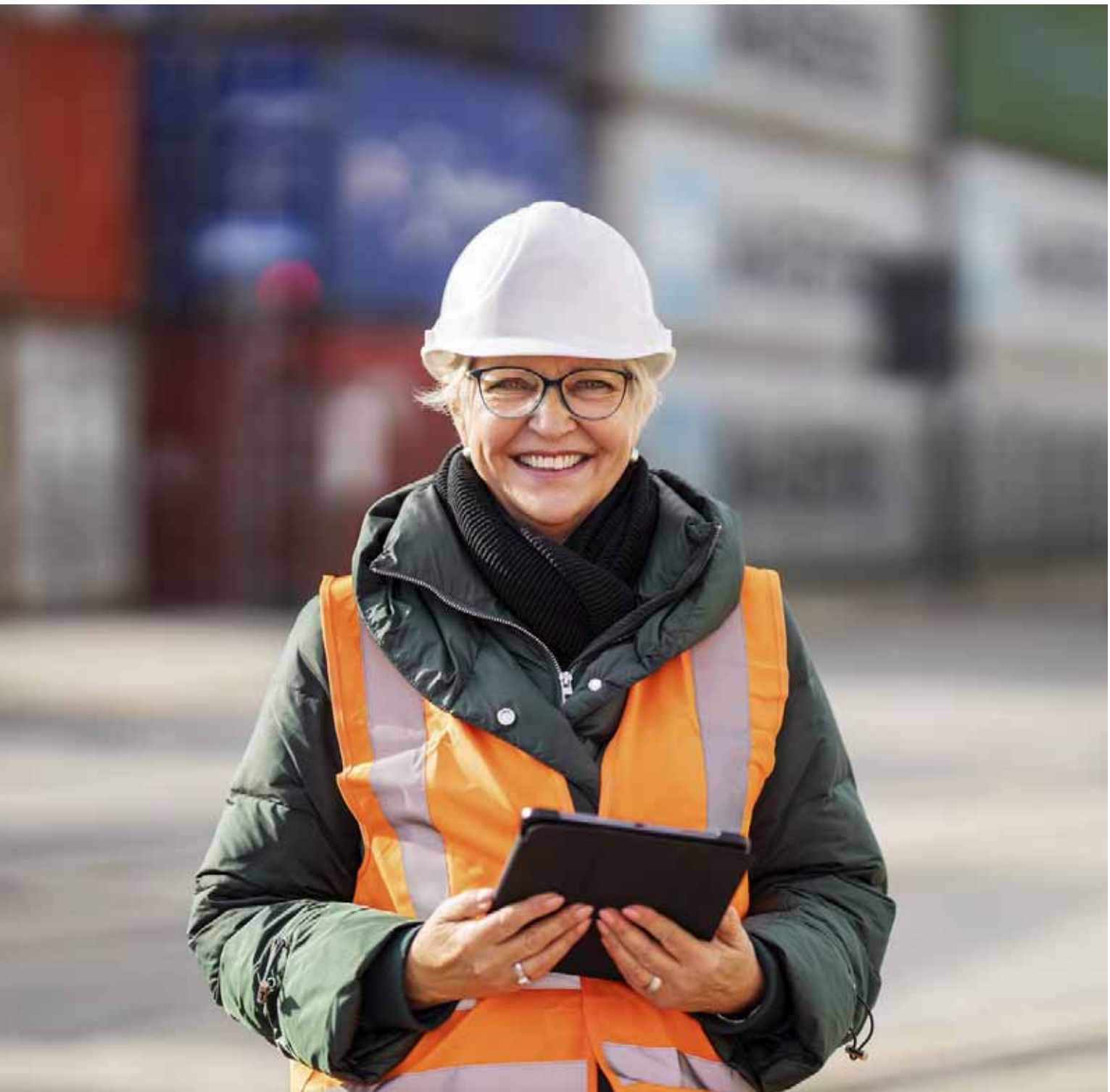
All our photography should feel authentic in tone, avoiding clichés. When using photos we should aim to show real life scenarios, they should feel informative and show the business thriving.



**ABSTRACT**  
Creating visual intrigue



**CORE COLOUR - ORANGE**  
Instant brand recognition and consistency



**HERO PORTRAITS**  
Putting our experts at the heart of the brand

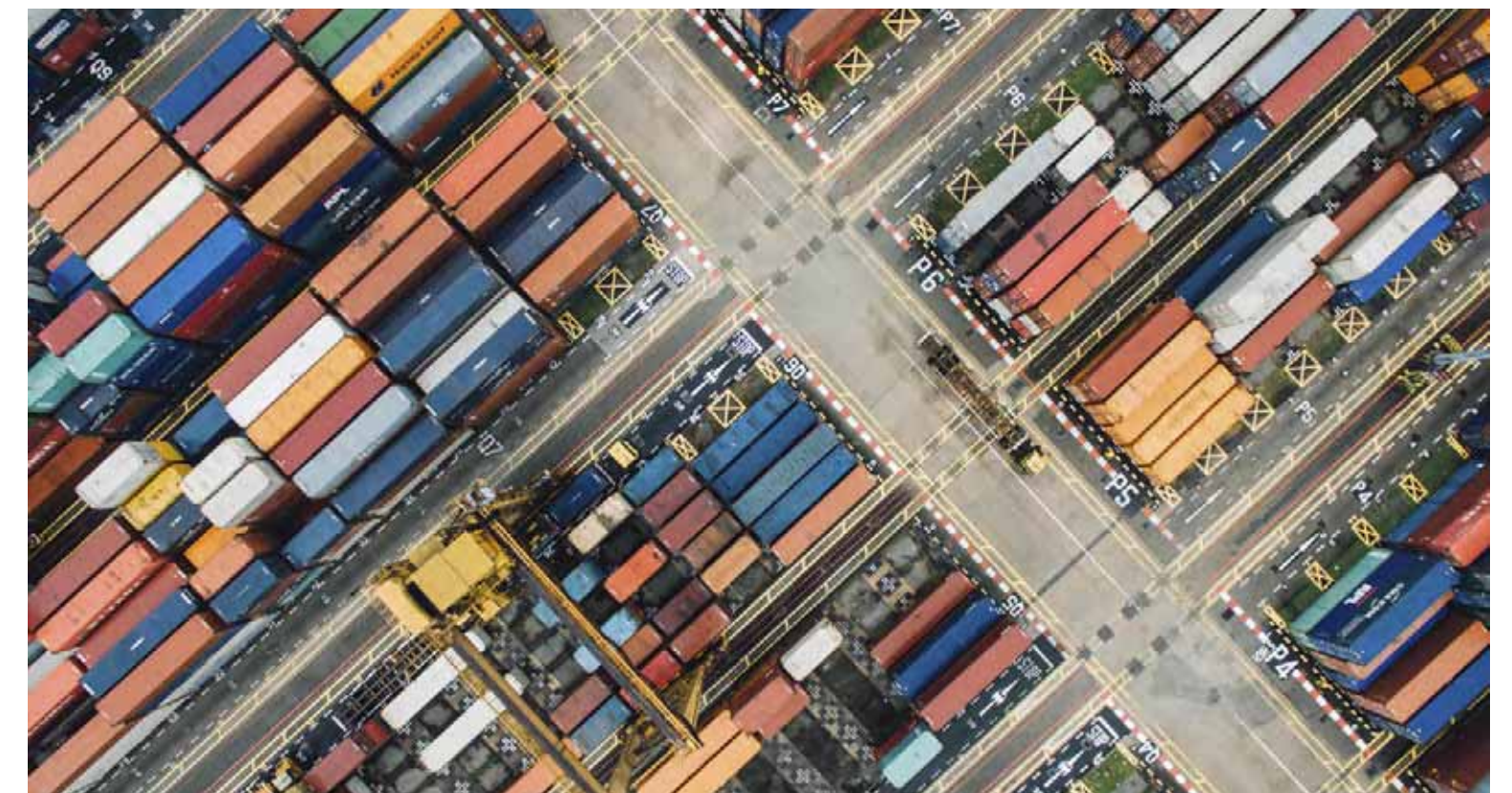
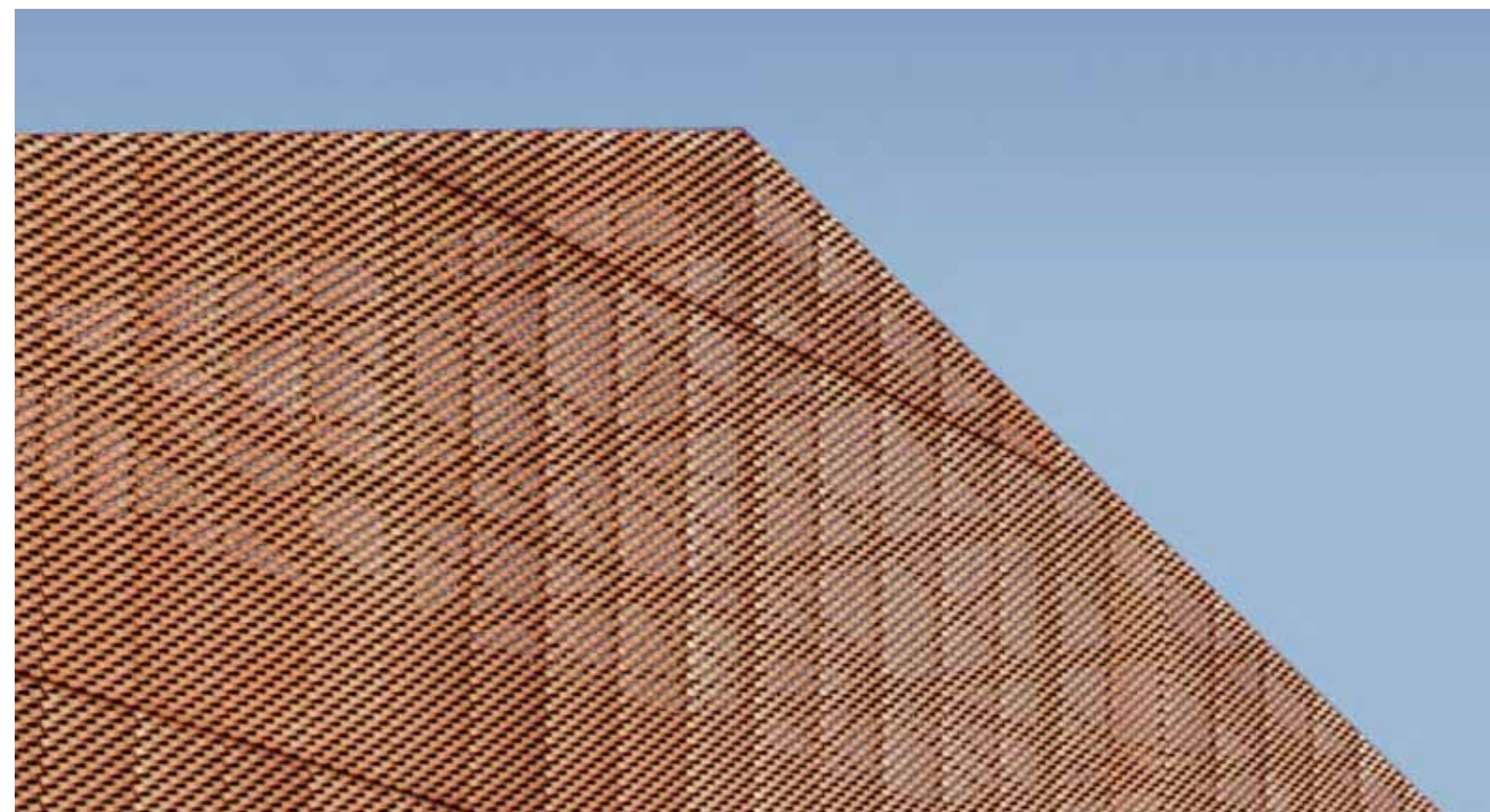
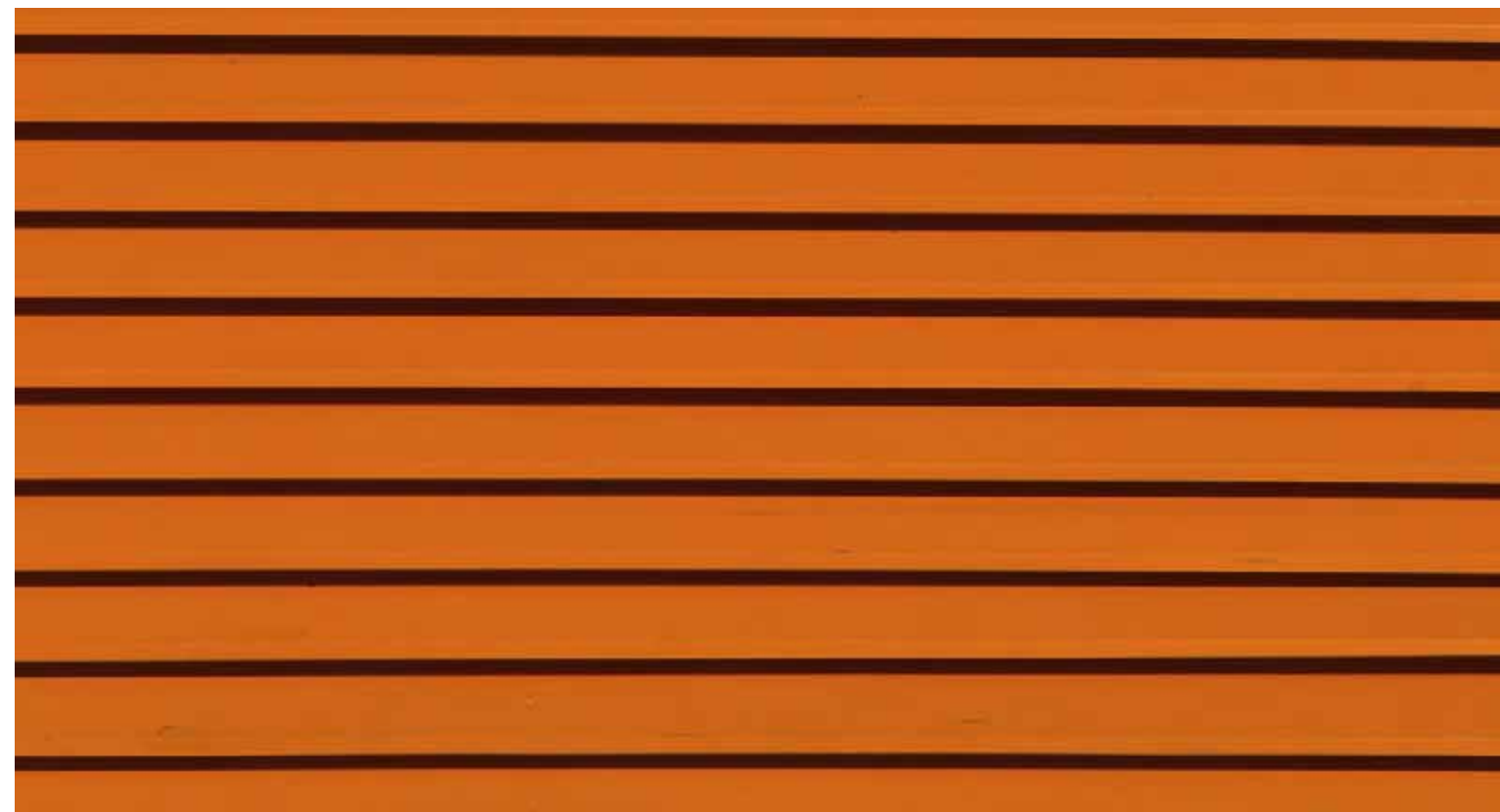


## 6.2 Abstract

Abstract photography helps to bring visual intrigue to our brand. Using close crops of industrial textures and architecture allows us to bring photography and colour to the brand, as well as allowing for flexibility and variation. When using photography within our grid, it also allows for layering and balance.



Note: Where possible abstract imagery should aim to be relevant to the industry and use colours and tones complimentary to our brand palette.





## 6.3 Core colour – orange

Orange is one of our core brand colours. To create a sense of brand ownership and recognition when using stock photography, source imagery which feature highlights and tones of orange.



Note: We understand that flexibility is required when choosing stock photography, for that reason we can also use photography which doesn't feature orange. Our preference is to include orange tones but a balance can be used where required.





# 6.4 Hero portraits

Our people are the experts at the heart of our brand. The primary focus of our hero portraits is to create engaging and visually captivating images that highlight the individuals while emphasising the working environment through the use of shallow depth of field.

Key considerations for our hero portraits are:

*Poses*  
Relaxed, open body language to reflect our straightforward, trusted style. No crossed arms or side glances. Proud and confident poses. Looking directly into the camera lens.

*Natural Lighting*  
Utilise natural light whenever possible to create an authentic and natural atmosphere.

*Crops*  
Please shoot landscape with the employee standing centre of the frame with plenty of space either side and above their head to allow for various cropping formats.





## 6.5 Creating a sense of movement

To visualise our visionary, future predicting energy within the supply chain, we use bold vibrant photography using motion blurs.

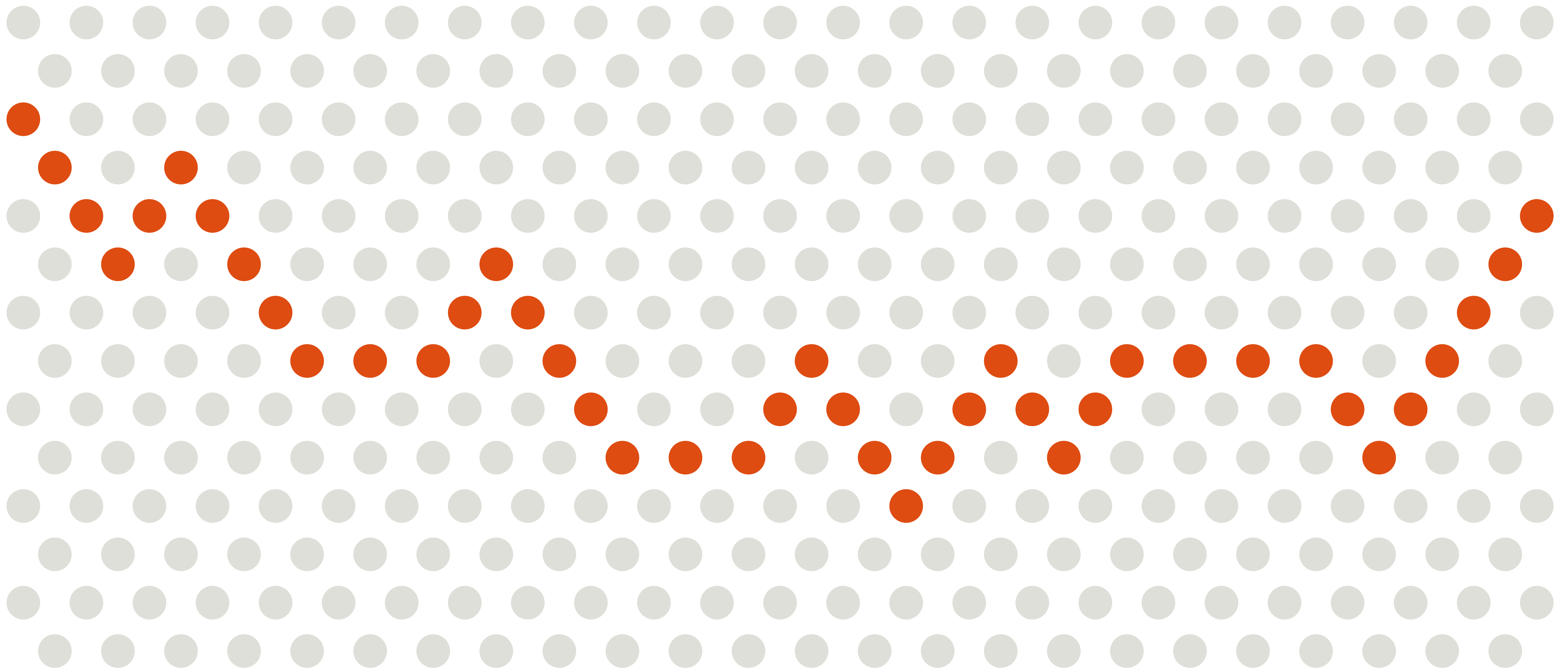
These images should be used to make an impact when talking about the power of our supply chain.



Note: This image style should be used sparingly to ensure it's impact within our brand. When sourcing this image style - the emphasis should be on the orange colours to complement our brand palette.







7.0 Tone of voice

# 7.1 Our tone of voice

## THE VISKU EXPERIENCE, AT A GLANCE:

**We're visionary thinkers**

*using tech and data to reimagine supply chains*

**We're value creators**

*aspirational, sourcing the best space  
and unearthing improvements*

**We're proven experts**

*diligent, dependable and expert in what we do*

## OUR WRITING CHARACTERISTICS:

**Pioneering**

*optimistic and visionary, making the impossible possible*

**Grounded**

*pragmatic and geared to the real business world*

**Energetic**

*active, inspirational and always to the point*

**Proven**

*reassuring, genuine and practical deliverers*

## 7.2 How we write

### One brand, one voice.

At Visku, we're here to unlock the power of supply chains. For our customers. For the commercial world. We want everyone to know what we stand for, so that we can help businesses run more effectively.

That's why it makes sense to have a single brand voice, just as we have a unique logo and look. But how do we achieve that? This guide will talk you through it.

### What does Visku sound like?

How do we find our own space in a crowded world? An inspiring brand will play a big part. One where people can trust us to deliver. Just as they can rely on us to think big, innovate and find new opportunities for them to grow.

That's why tone of voice is so important. We want to be pioneering, yet proven. Grounded, yet energetic. With groundbreaking tech, and the expertise to match. In other words, it's all about creating the right blend.

#### ONE BRAND, ONE VOICE

We have the power to transform our customers' businesses. But we need to sell our vision to them first. This is where language comes in. Capturing the right tone is the key to getting attention. And holding it. With our own style of writing, our story will be so much more powerful.

#### THE VISKU VOICE

We want to inspire, just as much as we reassure. And build an exciting vision of the future that's in tune with today's business world. This might sound a little challenging. Yet by combining our four elements, we can create a consistent tone that does it all.

## 7.2 How we write

### Pioneering

We're a business of possibilities. Always curious to find new ways to unlock more potential for our customers. Meaning we're always optimistic in tone, signalling innovation and visionary thinking in our choice of words.

### Grounded

We may think big, but we do it with our feet on the ground. So make sure you anchor the optimism in business realities. And in simple terms that everyone understands. Think everyday language, with nothing too lofty, boastful, vague or jargon-heavy.

### Energetic

Our customers don't have time to read long, rambling communications. Especially in today's online world. We also want to avoid the stuffy or overly corporate. So let our energetic personality shine through. Be brief. Be upbeat. Keep it short, punchy and to the point.

### Proven

Punchy but never pushy. We're dependable people our customers rely on. Rigorous and genuine, we're the opposite of salesy. Instead, we let our expertise do most of the talking. Using a calm, reassuring tone.



# 7.3 Hints and tips

By now, you’ve got a good idea of what we sound like. But to really help you master it, here are some useful hints.

## WRITE LIKE A FRIEND

Hi. Hello. Curious how it works?

Remember, we’re talking to real people, whether business owners, entrepreneurs or employees of a company.

## USE CONTRACTIONS

Use contractions such as: we’ll, you’ll, I’ll, we’ve, you’ve, I’ve, they’ve, we’re, you’re, they’re, we’d, you’d, I’d, it’s, that’s, haven’t, doesn’t... It’s one of the easiest ways to make your writing more engaging.

## USE SHORTER, PUNCHIER SENTENCES.

Like this. This. And this.

## ONE MESSAGE AT A TIME

If you can, focus on one subject per advert, text, post, page or email. It’s less confusing and carries more impact.

## CASUAL BEATS FORMAL

- Talk, not discuss.
- While, not whilst
- Real, not tangible
- What’s more, not furthermore

## SAY ONLY WHAT YOU NEED TO

Who, what, where, when and how? This will help you get to the point. And stop people zoning out.

## WRITE THE WAY PEOPLE TALK

Use everyday sayings:

e.g. send us an email, call us for a chat, flexible options to suit you...

## ASK THE AUDIENCE...

Want to make your writing more compelling? One of the best ways is to ask questions. It creates an instant conversation and generates rapport. It invites everyone to engage with our brand.

For instance: Need more room to grow?  
Looking for flexible warehousing?

## ASK YOURSELF...

- Am I getting to the point?
- Are my sentences too long?
- Are my words too formal?
- Am I being energetic, yet grounded?
- Is it too complicated?
- Is it simple, honest and practical?
- Does it reflect our pioneering thinking?

## AND FINALLY...

Cast your mind back to English class at school. Your teacher may have taught you never to start a sentence with and, but, so or because. Yet in the Oxford Dictionary, it’s recommended. (So long as you don’t overdo it.)

# 7.4 Good & bad examples

Here are four examples of writing, with each based on a key element from our tone of voice. First, we'll look at how to get it wrong. Then, how to get it right.

## Pioneering

### LESS LIKE THIS

*Let's face it, challenges can hit your business hard, and can even cause the demise of some once-successful brands. With every challenge come frustrating new layers of complexity that are almost impossible to understand. And if you don't adapt fast, your business could be left well and truly behind.*

**What's wrong:** Too negative in tone. Giving too much weight to the problems and challenges faced, than the solutions we offer. Yes, we want to address the reality, but with the emphasis on how we can help clients turn them into opportunities.

### MORE LIKE THIS

*For every new challenge, there's an opportunity. The chance to reimagine your supply chain. To use complexity to evolve your business. To step outside your comfort zone and dream bigger. After all, change is constant. Why not profit from it?*

**What's right:** Much more optimistic. Focusing more on the business opportunity, rather than the problem. And giving more weight to the potential evolution, rather than challenge.

## Grounded

### LESS LIKE THIS

*Through the combination of flexible, warehousing storage and supply chain consulting solutions, we help businesses adapt to a fast-changing world. Finding you the space you need, when you need it, we're also able to drive greater levels of efficiency in a scalable manner.*

**What's wrong:** Too many long words in one paragraph or sentence. Hard to read and make sense of, so not very practical.

### MORE LIKE THIS

*Combining flexible, short-term storage with supply chain consulting, we help you adapt to a fast-changing world. Finding you the space you need, when you need it, we're also here to help boost efficiency, whether you're scaling up or down.*

**What's right:** A few big words, but surrounded by simpler ones. It's now easier to read. Plus the message is much clearer.

## Energetic

### LESS LIKE THIS

*Find flexible warehouse space and get expert advice with our supply chain consultants, where we'll help you optimise the whole process, allowing you to scale and streamline to meet changing business demands.*

**What's wrong:** Doesn't stop for breath. One big sentence that runs out of steam. Not active. And no energy.

### MORE LIKE THIS

*Find warehouse space that flexes around you. Get expert advice with our supply chain consulting. We'll help you optimise everything, so you can scale and streamline as your business demands.*

**What's right:** Punchier and easier to make sense of. Includes all the same elements, but broken into a shorter sentence structure.

## Proven

### LESS LIKE THIS

*We raise the bar to catch the rising tide for business. We're creative when you need the breakthrough. We're networked when you need the reach. We're practical when you need to make the future work. And we always, always make sense.*

**What's wrong:** A little too forceful and boastful. Vague terms like 'catch the rising tide' can be confusing.

### MORE LIKE THIS

*We're here to help you reimagine your supply chain. So you can expand your reach and get your business fit for the future. With creative, practical thinking, we'll make everything make sense.*

**What's right:** It's more about the audience, and less about us. We're not selling too hard, just calmly explaining how we can help.

# 7.4 Good & bad examples

Before you press print, go live or hit send, here are a few things to look out for.

## CHECK FOR CUSTOMER FOCUS

Are you talking too much about Visku? By all means, write about our brand or services. But make sure it centres around our audience’s goals and challenges.

## CHECK FOR STYLE & FLOW

Get the words down. Take a break. Stretch your legs, then look again with fresh eyes. Are you using contractions (you’re, we’ve, that’s)?

Could it be...

- Shorter?
- Simpler?
- More grounded?
- More energetic?

## CHECK FOR SPELLING

Always double-check for errors. And remember to look up any facts, figures, place names or foreign languages.

## CHECK FOR SENSE

- Have you explained enough about our services?
- Or have you gone too far, with too much detail?
- Does it have too much corporate jargon?
- Do sentences flow easily in a natural order?
- Are you focusing on one key message at a time?

## CHECK FOR TYPOS

- Have you taken an eye break, then proofed your work?
- Have you read it out loud? (It’s a great way to spot typos.)
- Have you used UK English?

## CHECK YOUR GRAMMAR

Apostrophes catch a lot of people out. Here’s a quick guide:

**No apostrophe** = plural, but not possessed by anyone or anything e.g. customers, products

**‘s = singular:** a thing or person possessed by another person, thing, company or organisation e.g. the customer’s product, Visku’s services, the pallet’s weight

**s’ = plural:** things or people possessed by two or more people, things, companies or organisations e.g. our customers’ products, the products’ QR codes

**it’s** = it is/it has e.g. it’s time to review / it’s been interesting

**its** = something belonging to an organisation or another thing like an animal or car e.g. its capacity was full / its QR code was scanned / its efficiency improved



Note: Doubts or debates over grammar? Let The Guardian & Observer Style Guide be the judge - [here](#).

## 7.5 Brand messaging

Before you start writing for us, it's good to see our writing style in action. Here, you'll find a range of examples, starting with our full brand manifesto.

Imagine a world where everything runs smoothly. Where change means nothing but opportunity. Storage flexes around your business. And your supply chain offers smart new ways to optimise. All delivered by one reliable partner, with the experience to make it happen.

This is the Visku way. We're here to guide you forward. Finding the space you need and the possibilities within your supply chain. Planning it. Challenging it. And working with you to bring it to life.

We do this through visionary thinking across your whole supply chain and scalable warehouse solutions through our extensive network. We use data and experience to predict and shape the supply chain landscape. From pioneering tech to down to earth problem-solving, we think creatively and find better ways.

Always grounded in practical delivery, we turn ideas into tangible results through real planning and execution. Studying every element of your supply chain, we unearth new opportunities. And with our breadth of expertise, we challenge every strategy, ensuring it will work for you.

Offering flexible storage and consulting expertise, we'll not only help you find the space you need, we'll help your supply chain work harder. And move your ambition into reality, at the speed and scale you need.

Transparent around costs. Geared around efficiency. We're an ecosystem for the supply chain industry. Delivering reliable solutions, worldwide.

Known as the promise-keepers, the extra-milers, the ever-dependables. We're always true to our word. Only proposing what we know can be achieved.

From large scale change, to small, everyday improvements. We handle it all, bringing the real world closer to your ideal world.

Together, we'll unlock the power of your supply chain, so that you can stay ahead and expand your future.



# 7.5 Brand messaging

Here, you'll find our short brand manifesto.

Imagine a world where everything runs smoothly. Where change means nothing but opportunity. Storage flexes around your business. And your supply chain offers smart new ways to optimise. All delivered by one reliable partner, with the experience to make it happen.

This is the Visku way. We're here to guide you forward. Planning it. Challenging it. And working with you to bring it to life.

Transparent around costs. Geared around efficiency. We're an ecosystem for the supply chain industry. Delivering reliable solutions, worldwide.

From large scale change, to small, everyday improvements. We handle it all, bringing the real world closer to your ideal world.

Pairing visionary expertise with deliverable solutions, we'll work with you to unlock the power of your supply chain. So, you can stay ahead and expand your future.





# 7.6 Our unique brand benefits

There are four ways that Visku unlocks more power in every supply chain. Combine these benefits together and we've got a truly unique, impactful brand. Feel free to use these descriptions as inspiration, or repeat them word for word.

## 1. OUR SUPPORT

### Flexible support to suit everyone

From our virtual warehousing network to our comprehensive supply chain consulting and everything in between, our customers get expert support at every level.

## 2. OUR PEOPLE EXPERTISE

### Accessible consulting, tested and perfected

Our expert team has lived and breathed supply chains for years. Having implemented best best practice, they deliver rigorous solutions that simply work.

## 3. OUR PROCESS & PRODUCTS

### Decisions and delivery enhanced by data and tech

With the best consultants, data and tech, we're uniquely placed to help. No matter what your supply chain challenge. Flexible. Hardworking. Easy to access. Our unique and integrated virtual network of partners provides warehouse solutions designed to adapt as you do.

## 4. OUR SERVICES

### Everything covered

Flexible storage + visionary consulting = optimised supply chain.

Plan. Store. Optimise.

We pair flexible storage with expert advice. Our services are quick, easy and reliable.

## 7.7 The Visku message

To go with our four key benefits, we offer two levels of service. From self-serve, to fully managed, here's how we define our storage and consulting for customers.

### WAREHOUSING

Our warehousing solutions let you find the space you need, whenever and wherever you need it. Our expert account managers will source the best space for you and support you every step of the way. Offering flexible, quick contracts that keep you secure, without big commitments.

Our complete warehousing services have you covered, however small or large your requirements. Our agnostic approach and expert consultants always create the optimal solution for you. We unearth new opportunities to empower your supply chain and make sure nothing slows you down.

### SUPPLY CHAIN CONSULTING

In the world of supply chains, foresight is everything. That's why our consulting experts use all their best practice experience, unearthing new opportunities in your supply chain. We work closely together to deliver the solutions that are right for you.

Our people combine strong supply chain project management expertise with operational know-how. We deliver to realistic timescales, removing risk and balancing implementation of quick wins with keeping an eye on long range benefits. We're focused, we're technical, and we bring people with us.

# 7.7 The Visku message

Real writing examples: Headlines & supporting copy  
It’s time to put it all together. Here’s everything we’ve talked about in the form of example messaging.

Make sense of your supply chain future.

-

Make sense of your supply chain strategy.

-

We always, always make sense.

-

Make sense of the new normal.

-

Making sense of every supply chain possibility.

-

Make every supply possibility make sense.

-

Whatever your goals, we’ll make them make sense.

-

Make sense of all your goals and challenges.

-

Make your supply chain make more sense.

-

Make sense of your future, today.

-

Expertise. Insight. Execution.

-

Get the insight, the expertise and the execution.

-

Expertise - to make the most of every supply challenge.

Turn every supply chain challenge into an opportunity.

-

Execution - to make good on every supply opportunity.

-

Make every supply opportunity count.

-

Make more of every supply chain opportunity.

-

Make the future make sense.

-

Make the future make sense, with Visku.

-

Globally skilled. Culturally capable. Market ready.

-

Transforming your supply chain.

-

Transform your supply chain.

-

Build your supply chain approach, expand your future.

-

Optimise your supply chain. Expand your future.

-

Optimise your supply chain. Accelerate your future.

-

Cut through the complexity.

Turn the complex into the actionable.

-

No complexity, just practical action.

-

Understanding the outside world, to get you where you want to be.

-

Your costs through a different lens.

-

See your costs through a different lens.

-

View costs through a different lens.

-

Unlock the power of your supply chain strategy.

-

The insight to unlock any supply chain strategy.

-

The space you need. In the location you need it.  
At the cost you want it.

-

Serve your customers anytime, anywhere, at a profit.  
Solutions that fit today, and flex for tomorrow.

-

Joined-up. Data-led. Intelligence-driven.

Intelligent supply chains. Joined-up and data-led.

-

Connected, intelligent, data-led supply chains.

-

From marginal gains to complete transformation.

-

Make small improvements. Big changes. Or both.

-

Marginal gains. Complete transformation.  
The choice is yours.

-

We help you deliver the change you need  
Here to deliver the change you need.

-

Make change happen.

-

Making change happen.

-

Understand where you are. Get to where you want to be.

# 7.7 The Visku message

## BRAND-LEVEL HEADLINE

For instance, writing a headline for the homepage of our website, the cover of a brochure or an introductory email to our business. You'll notice they talk in overall terms about the Visku brand, rather than focusing on one of our services.

- Unlock the power of your supply chain.
- 
- Make the future fit you.
- 
- Reliable revolutionaries
- 
- The reliable revolutionaries
- 
- Inspiration meets implementation
- 
- Inspire. Implement. Improve.
- 
- On-demand storage to keep you on track.

- On-demand storage that fits around you.
- 
- Tomorrow's storage solutions, today.
- 
- Tomorrow's storage, today.
- 
- Built for tomorrow, fit for today.
- 
- Designed for tomorrow, built for today.
- 
- Pay as you grow.
- 
- Pay as you grow. Scale as you need.
- 
- You're all good to grow.
- 
- While you work on growing, we'll work around you.

## PILLAR-LEVEL HEADLINES

- Here you'll find examples for the three main pillars of what we do for our clients:
1. Visionary thinking, where we anticipate the future of the supply chain industry.
  2. Being grounded in practical delivery, where we bring ideas to life in the form of real-world solutions.
  3. Our commitment to keeping our promises.

### ***Visionary thinking***

- To predict the future, invent it.
- 
- See around corners.
- 
- Think outside the storage box.

### ***Grounded in practical delivery***

- Blue-sky thinking. Down-to-earth doing.
- 
- Worry less. Because we plan more.
- 
- Make the change happen.
- 
- Bring the vision to life.
- 
- Make the vision happen.

## ***Promise-keepers***

- Brilliantly predictable.
- 
- Reliably going further.
- 
- We keep our promises, so you can keep yours.
- 
- Promises kept. Solutions delivered.
- 
- Promises kept. Space and strategy delivered.
- 
- Flexible in everything but our word.
- 
- Transparent around costs. True to our word.
- 
- We say what we'll do. Then do what we say. Every time.

# 7.7 The Visku message

Here are some examples of how you might write a headlines for the brand.

## BENEFIT-LEVEL HEADLINES

Now for some examples around the unique benefits we offer as a brand. When you’re writing headlines at this level, you’re focusing on one key benefit at a time.

***Flexible support and service levels to suit every customer need:***

- Go up a level, whatever the level
- 
- Go up a level, on every level
- 
- Level up your supply chain
- 
- Level up your support

***Accessible and proven consulting:***

- Nothing to chance. Everything to gain.
- 
- Access the spaces you don’t see.

***Decisions and delivery, enhanced by data and tech:***

- Data-backed. Out in front.
- 
- Inspiration, implemented.
- 
- Supercharge your supply chain.
- 
- Tech that takes away the hassle.
- 
- Insight that empowers you.

***One point of contact:***

- One team. The right solution.
- 
- One team. All the solutions.
- 
- What you need, when you need it.

## SERVICE-LEVEL HEADLINES

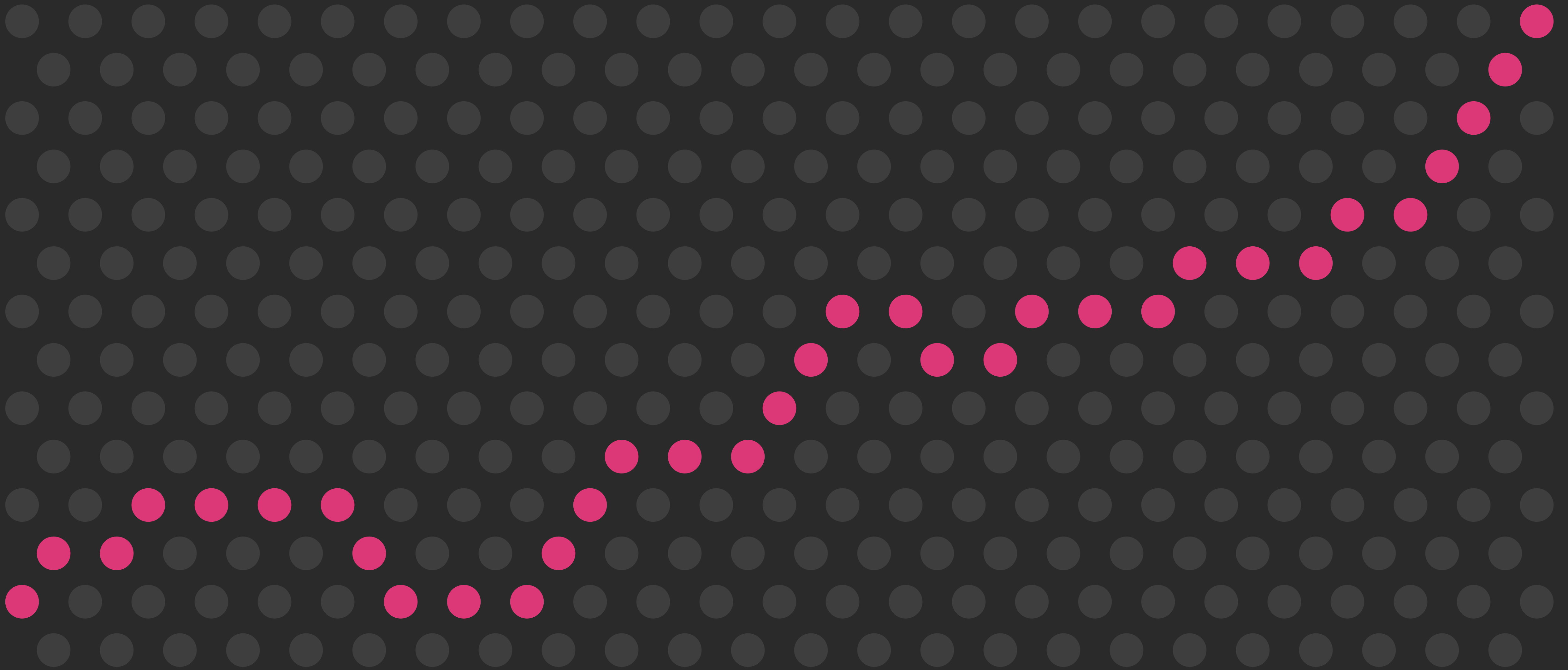
***Warehousing:***

- And breathe...
- 
- Find your space
- 
- Find your flex
- 
- Find it. Flex it.
- 
- Finding space. Freeing up time.
- 
- At last, storage that fits around you.
- 
- Storage that flexes around you.
- 
- Short-term storage, as long as you need it.
- 
- Quick-fix. Short-term. No fuss.
- 
- Move faster. Store smarter.

***Supply Chain Consulting:***

- At your service, with every imaginable service
- 
- Handled with care.
- 
- This way up.
- 
- Best practice makes perfect.
- 
- Heavy lifting included.
- 
- Let us sweat the small stuff. And the big stuff.
- 
- Less risk. More foresight.
- 
- Best practice. Best support.
- 
- Get the best practice advantage.
- 
- Reduce the risk, increase the expertise.





8.0 Brand in use



## 8.1 Bringing the brand to life

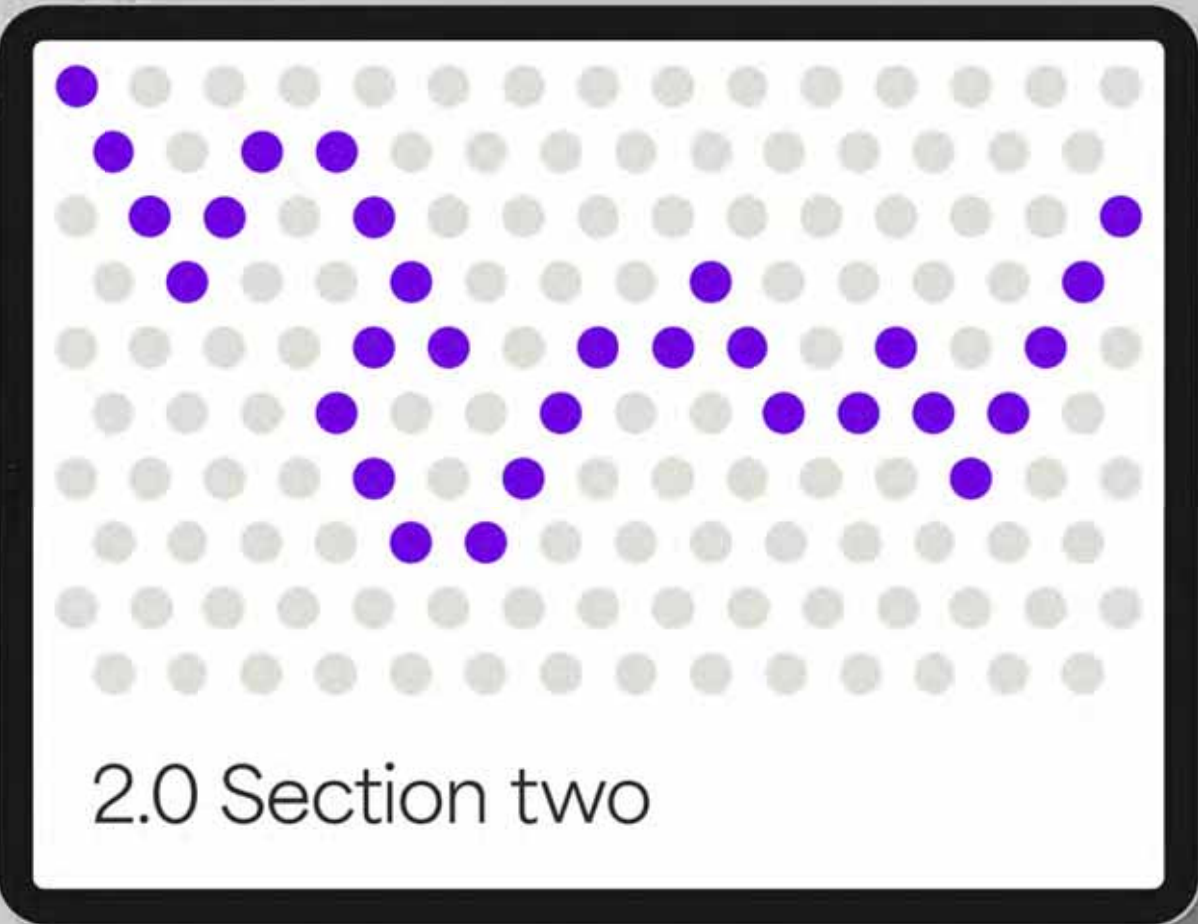
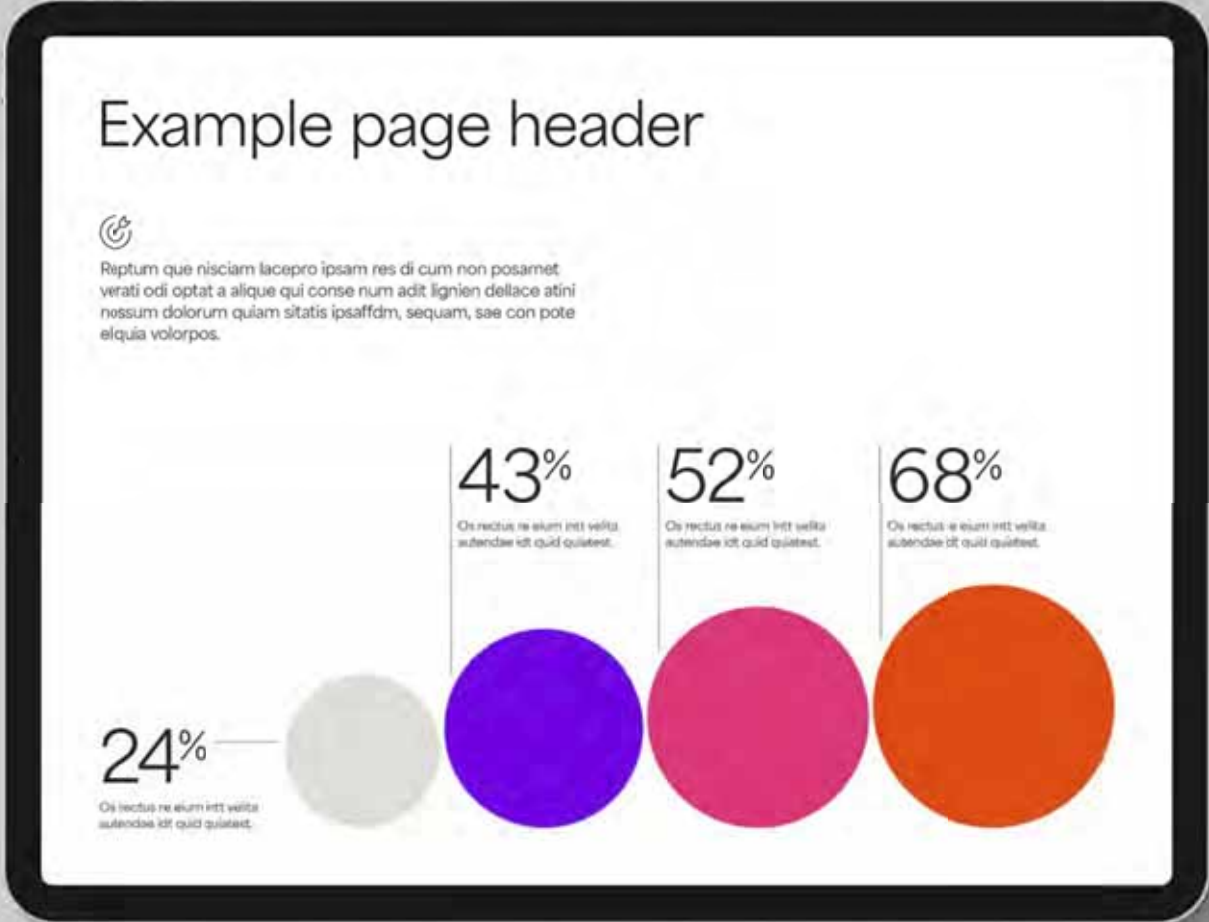
Let's see everything we've talked about in action. Here you'll find some helpful examples across a range of potential marketing materials.











### Example page header

Reptum que nisciam lacepro ipsam res di cu non posa verati odi optat a aliqui qui conse num adit lignien dellac atini nossum dolorum quiam sitatis ipsaffdm, sequam con pote eliquia volorporos.

- Atini nossum dolorum quiam sitatis
- Sequam con pote eliquia volorporos nosm quiam sitatis ipsaffdm
- Atini nossum dolorum quiam
- Sequam con pote eliquia volorporos nossum quiam sitatis ipsaffdm

A photograph of a smiling woman with dark hair, wearing a black blazer over a light grey top, holding a tablet. The image is partially obscured by a large, stylized orange triangle with vertical lines on the right side.





**We unlock the power**  
of your supply chain.

Lorem ipsum dolor sit amet, consectetur adi elit seddo  
eiusmod tempor incididunt ut lab dolore magna alia.

**visku.com**



# Supply Chain **Reimagined.**

Lorem ipsum dolor sit amet, consectetur  
adi elit seddo eiusmod tempor incididunt  
ut lab dolore magna alia.

**visku.com**





linkedin.com/company/visku



Home



My Network



Jobs



Messaging



Notifications



# Visku

Transportation, Logisitcs, Supply Chain and Storage · Northampton · 10k followers · 30 employees

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More



Visku

10k followers

+ Follow



1,345





**Visku**  
10k followers

[+ Follow](#)

“

*Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit,  
sed diam nonummy nibh euismod  
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magna aliquam erat volutpat  
Ut wisi enim ad minim veniam,  
quis nostrud.*”

FIRSTNAME SECONDNAME  
Job title



1,345



**Visku**  
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**Visku**  
10k followers

[+ Follow](#)

**We keep  
our promises,**  
so you can  
keep yours.



1,345





- Home
- Explore
- Notifications
- Messages
- Lists
- Bookmarks
- Communities



**Visku** @visku

Northampton · 10k followers · 200 following

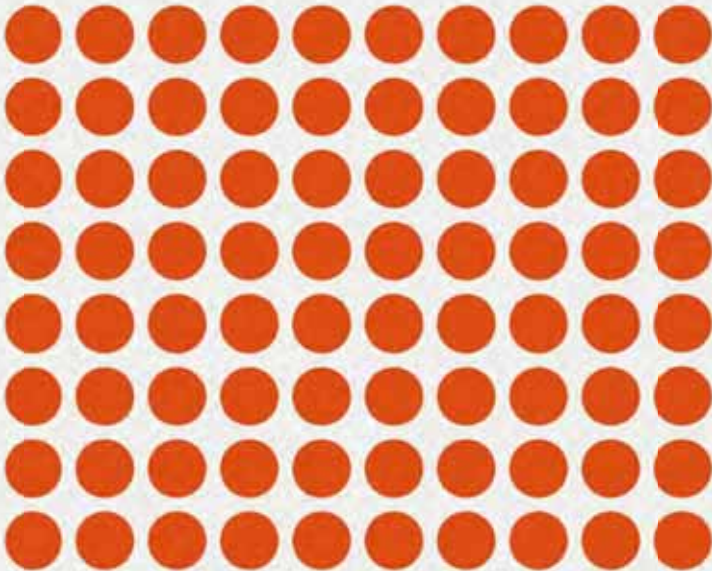
+ Follow



**Visku** @visku · September 2023


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80%  
of our clients come  
back for additional  
projects.




28 784 11.6K 665.1K






Visku



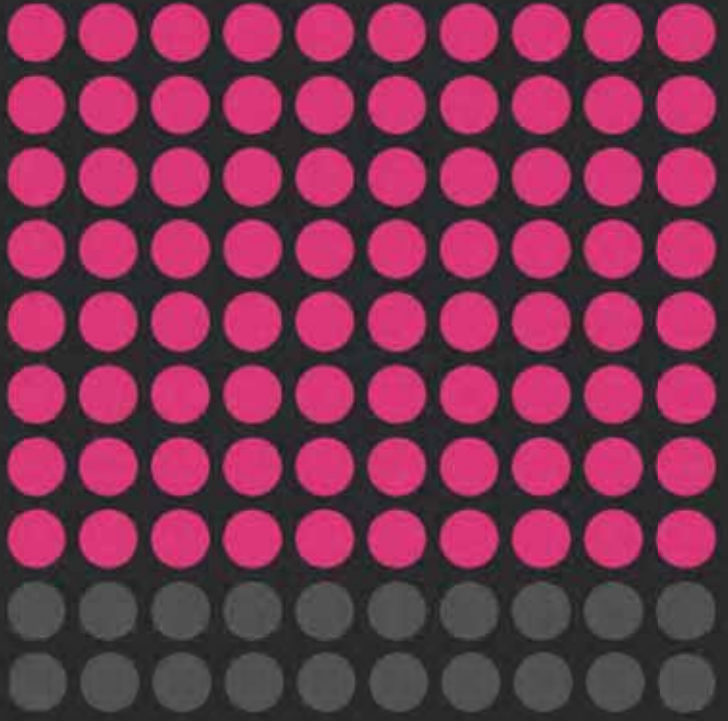
@visku · September 2023





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80%


of our clients come back for additional projects.





 28

 784


 11.6K

 665.1K






Visku





@visku · September 2023





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Inspire.  
Implement.  
Improve.





 28

 784


 11.6K

 665.1K






Visku



@visku · September 2023




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FIRSTNAME SECONDNAME


Job title




 28

 784

 11.6K

 665.1K







We've covered a lot of ground in these guidelines. But if you need any advice or support when working with the Visku brand, feel free to get in touch with the marketing team. They'll be happy to help.