The Best Connection
EMPLOYMENT GROUP

BRAND GUIDELINES

Document no.	Document title	Document owner	Document author	Version	Classification	Issue date	Approved by
679	Brand guidelines	Neil Yorke	Pete Whelan	4.0	Internal	21/09/2023	Neil Yorke
If Printed, Uncontrolled							

DOCUMENT HISTORY & APPROVAL

VERSION	ISSUE DATE	REASON FOR ISSUE	APPROVED BY
1.0	28/07/2021	First release into BMS	Neil Yorke
2.0	05/04/2022	Updated to match current branding	Neil Yorke
3.0	22/02/2023	Updated company logos	Neil Yorke
4.0	21/09/2023	Updated Care Connection logo	Neil Yorke

OVERVIEW & OBJECTIVES

The Best Connection's brand identity provides us with an effective tool to communicate with our varied audience. Every element of the brand needs to be consistent. From how we write our name to the colours we use for marketing materials – every touchpoint of the brand needs to feel like it's coming from the same place – presenting The Best Connection in a consistent way. This will help us to successfully deliver a clear and more powerful brand message, which in turn gives us a greater competitive advantage. These guidelines have been created to detail key elements of The Best Connection's visual identity and show examples of their application.

SCOPE

These Brand Guidelines should be used for any official Marketing and Social Media materials.

ROLES & RESPONSIBILITIES

All TBC employees must adhere to these guidelines. All Managers are responsible for ensuring that these guidelines are followed at all times.

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The Best Connection brand mark is the most immediate representation of our company. Our brand mark acts as a distinct and recognisable signature across all of our communications. Always use approved artwork when applying The Best Connection brand mark. It must not be altered or recreated in any way.

To ensure the logo is always clear and legible in the visual area it must have a minimum clear space around it. This is defined as 1/4 of the height of the logo, as shown below. The protected area preserves the legibility and visual impact of the logo.

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All of our logos should be displayed no smaller than the below guidelines. In exceptional circumstances, which are usually dictated by reason of space limitation or cost, the logo may be reproduced at a reduced size, provided that irrespective of the size of reproduction, the logo is legible, with no infilling.

Minimum print size:

45mm

45mm

Minimum web size:

170px

170px

All of our logos must be kept in their original proportions and must never be stretched or condensed, as seen below.

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Always try to place our logo on its desired background: white or red.

Our standard logo works best on light backgrounds, whereas our white logo works best on dark backgrounds.

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Below are the approved logos for the SWS Group and its various companies, along with their correct colour palettes. These colours should be reproduced as spot colours wherever possible. When it is not possible or cost effective to use the spot colours the CMYK values must be applied for consistent reproduction in print. When used on screen the logo should be shown using the RGB values or HEX codes. If you require a copy of these logos, please contact Peter Whelan who will provide you with the correct logo to fit your desired project (online or print). Mono versions of these logos are also available in both black and white, upon request.

The Best Connection's colour palette is described in more detail on page 10.

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SWS — Strategic Workforce Solutions

Purple
PANTONE: 258C
RGB: 140, 71, 153
CMYK: 50, 86, 1, 0
HEX: #8C4799

45% Process Black
RGB: 140, 140, 140
CMYK: 0, 0, 0, 45
HEX: #8C8C8C

20% Process Black
RGB: 204, 204, 204
CMYK: 0, 0, 0, 20
HEX: #CCCCCC

BES Bailey Employment Services

Red
PANTONE: 200C
RGB: 186, 12, 47
CMYK: 0, 100, 57, 14
HEX: #BA0C2F

Process Black
RGB: 38, 38, 38
CMYK: 0, 0, 0, 100
HEX: #262626

Care Connection

Blue 1
PANTONE: 277C
RGB: 171, 202, 233
CMYK: 31, 12, 0, 0
HEX: #ABCAE9

Blue 2
PANTONE: 280C
RGB: 1, 33, 105
CMYK: 100, 93, 27, 25
HEX: #012169

The People Co.

Rich Black
RGB: 0, 0, 0
CMYK: 60, 60, 60, 100
HEX: #000000

Light Grey
RGB: 248, 248, 248
CMYK: 0, 0, 0, 3
HEX: #F8F8F8

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Blue 1
PANTONE: 2758C
RGB: 0, 30, 98
CMYK: 100, 93, 30, 30
HEX: #001E62

Blue 2
PANTONE: 299C
RGB: 0, 163, 224
CMYK: 81, 17, 0, 0
HEX: #00A3E0

Green 1
PANTONE: 3435C
RGB: 21, 71, 52
CMYK: 87, 45, 78, 49
HEX: #154734

Green 2
RGB: 128, 188, 0
CMYK: 32, 0, 100, 26
HEX: #80BC00

Green 1
PANTONE: 3435C
RGB: 21, 71, 52
CMYK: 87, 45, 78, 49
HEX: #154734

Green 2
RGB: 128, 188, 0
CMYK: 32, 0, 100, 26
HEX: #80BC00

Green
PANTONE: 7736C
RGB: 56, 85, 66
CMYK: 75, 45, 73, 38
HEX: #385542

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The jigsaw piece is The Best Connection's distinctive logo and can be used for a variety of different purposes. It is available in Rubine Red, with and without a grey backdrop, and white.

When using shapes in your design, use sharp, boxy shapes over curved or rounded shapes. For example, the below shapes are used for social media job posts and tender documents as bottom borders. Below that are some example shapes for use.

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The Best Connection's primary colours are: Rubine Red, Process Black and 20% Process Black.

These colours should be reproduced as Pantone spot colours wherever possible. When it is not possible or cost effective to use the spot colours the CMYK values must be applied for consistent reproduction in print. When used on screen the logo should be shown using the RGB values or HEX codes.

These three colours are The Best Connection's primary colours and should be used for the majority of design work. The various tints, shades & accents shown here are for use as secondary colours only and should only be used where needed.

Red	+5% Tint	+10% Tint	+15% Tint	+20% Tint	Accent 1
PANTONE: RUBINE RED C RGB: 206, 0, 88 CMYK: 0, 100, 24, 4 HEX: #CE0058	RGB: 221, 0, 94 CMYK: 0, 100, 57, 13 HEX: #DD005E	RGB: 236, 0, 101 CMYK: 0, 100, 57, 7 HEX: #EC0065	RGB: 252, 0, 107 CMYK: 0, 100, 58, 1 HEX: #FC006B	RGB: 255, 12, 116 CMYK: 0, 95, 55, 0 HEX: #FF0C74	RGB: 246, 231, 234 CMYK: 0, 6, 5, 4 HEX: #F6E7EA
	-5% Shade	-10% Shade	-15% Shade	-20% Shade	Accent 2
	RGB: 196, 0, 84 CMYK: 0, 100, 57, 23 HEX: #C40054	RGB: 185, 0, 79 CMYK: 0, 100, 57, 27 HEX: #B9004F	RGB: 175, 0, 75 CMYK: 0, 100, 57, 31 HEX: #AF004B	RGB: 165, 0, 70 CMYK: 0, 100, 58, 35 HEX: #A50046	RGB: 237, 203, 209 CMYK: 0, 14, 12, 7 HEX: #EDCBD1

Process Black	20% Process Black	15% Process Black
RGB: 38, 38, 38 CMYK: 0, 0, 0, 100 HEX: #262626	RGB: 204, 204, 204 CMYK: 0, 0, 0, 20 HEX: #CCCCCC	RGB: 217, 217, 217 CMYK: 0, 0, 0, 15 HEX: #D9D9D9

10% Process Black
RGB: 230, 230, 230
CMYK: 0, 0, 0, 10
HEX: #E6E6E6

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Typography is an integral component of our cohesive and consistent identity. Below are the fonts to be used for all of The Best Connection's print and online media.

Insignia

this font is our company identity, it should be used for headings, titles and anywhere text needs to be displayed prominently

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat

this font is our design font, to be used in tenders, proposals, marketing and external materials. It can be used in a variety of ways (Bold, Light, Extra Light, Italic, etc.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri

this font is our word processing font, to be used for letters and general administrative documents. It can be used in a variety of ways (Bold, Light, Italic, etc.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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Online social media adverts should be created using our company colours and styling. Below are examples of social media advertising. These are currently created by the Digital Marketing Team.

Print media should also be created using our company colours and styling. Below are examples of print materials. These are currently created by the Sales Support Team.

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