



**BAILY
GARNER**

BRANDING GUIDELINES

October 2017

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INTRODUCTION

OUR NEW BRAND

Baily Garner's new brand has been created to better reflect our interdisciplinary and collaborative culture and help us stand out from the crowd as a team of specialists working together to deliver outstanding projects.

These guidelines have been produced to help you use the Baily Garner brand effectively, consistently and correctly.

It will help inspire you to create communications that are fresh, compelling and relevant to your audience. We need to make sure that all our communications reflect our brand.

Our brand is flexible but to make sure it's as strong as possible, there are things we need to make sure are kept consistent. This guide will give you a feel for where to take a creative stretch.

If you have any questions about the guidelines, please contact

xxx

E. xxx@bailygarner.co.uk

T. 020 8094 100

Our comprehensive range of construction consultancy services

ARCHITECTURE
BUILDING SERVICES ENGINEERING
BUILDING SURVEYING
COST CONSULTANCY
ENERGY AND ENVIRONMENTAL
INDEPENDENT CERTIFIER
PROJECT MANAGEMENT
QUALITY CONTROL INSPECTORS

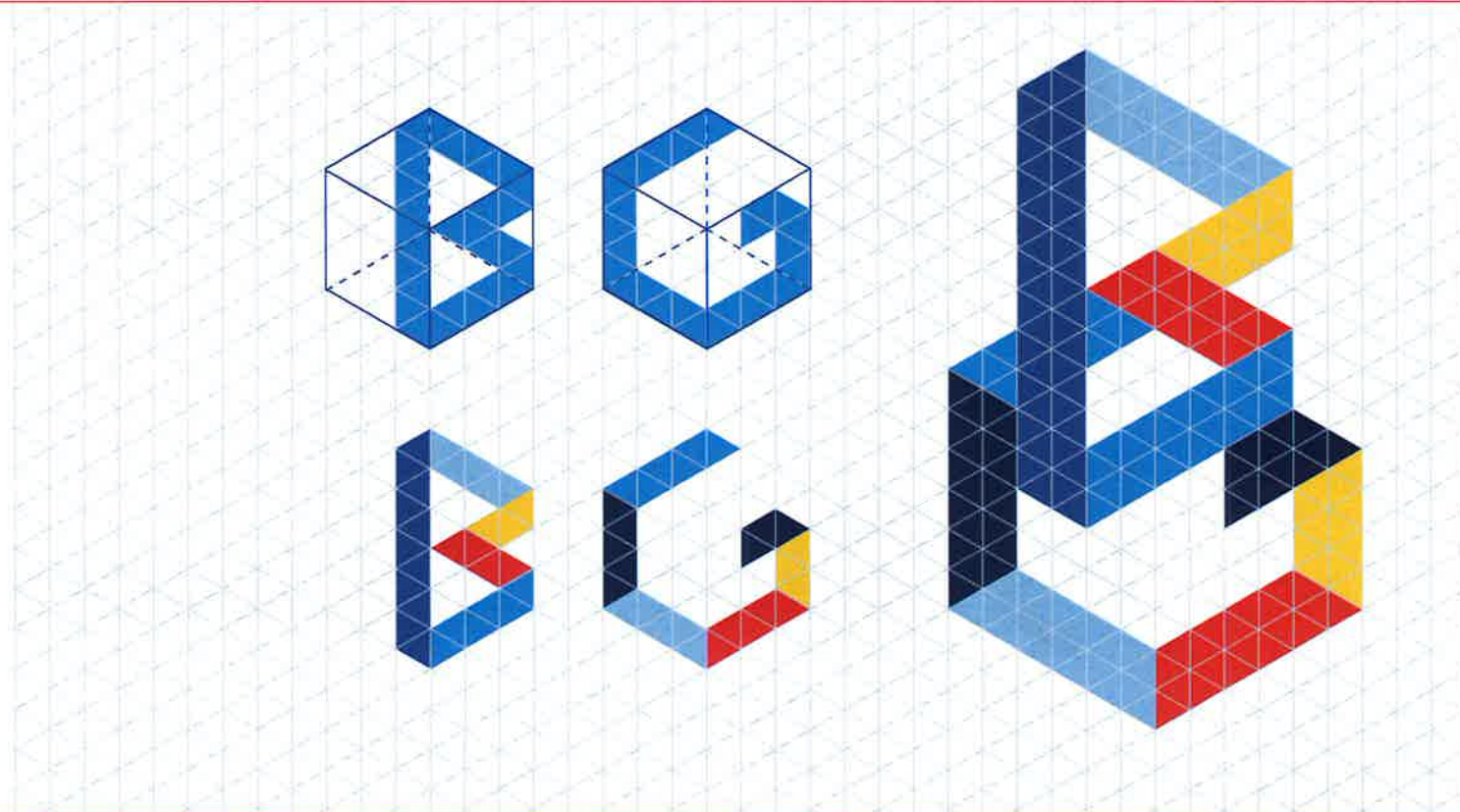


01. LOGO

01. LOGO

INSPIRATION

Our logo reflects on our interdisciplinary approach and gets a strong construction feel from its isometric grid, the foundations of personalised B and G letters. These initials have then been combined to create 6 variations of the brandmark, creating **a forever changing logo to represent our multiple services.**



THE 6 BRANDMARKS



Brandmark **01**
Default



Brandmark **02**



Brandmark **03**



Brandmark **04**



Brandmark **05**



Brandmark **06**

01. LOGO

BRANDMARK AND WORDMARK

Our logo is key to our identity and features on all material.

The logo is formed by one of the 6 brandmarks and the wordmark, which can be on one or two lines.

The brandmarks and wordmarks have been meticulously put together for the logo to look harmonious.

The format and orientation defines whether the 'one line' or 'two lines' version is preferable, although the most commonly used version is the 2 lines option.

Most of the time, the logo is used with the brandmark and wordmark together but in some occasions, such as social media profile icon, the brandmarks can be used alone. The wordmark should not appear on its own.

The logos are available in a wide range of formats, please always use the original artwork provided.

The default logo uses Brandmark 01 and will be predominant but any brandmark can be used.



Brandmark 01
Default

2 lines wordmark



Brandmark 02

Wordmark



Brandmark 03

Wordmark



Brandmark 04

Wordmark



Brandmark 05

Wordmark



Brandmark 06

Wordmark



Brandmark 01
Default

1 line wordmark



Brandmark 02

Wordmark



Brandmark 03

Wordmark



Brandmark 04

Wordmark



Brandmark 05

Wordmark



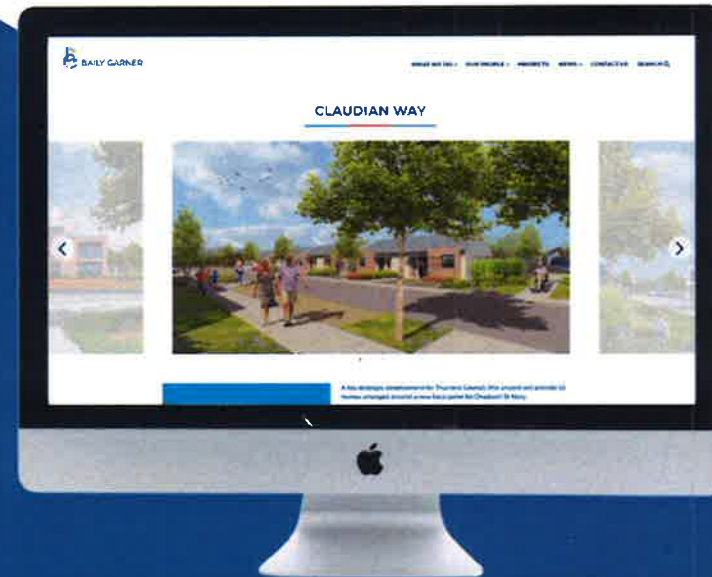
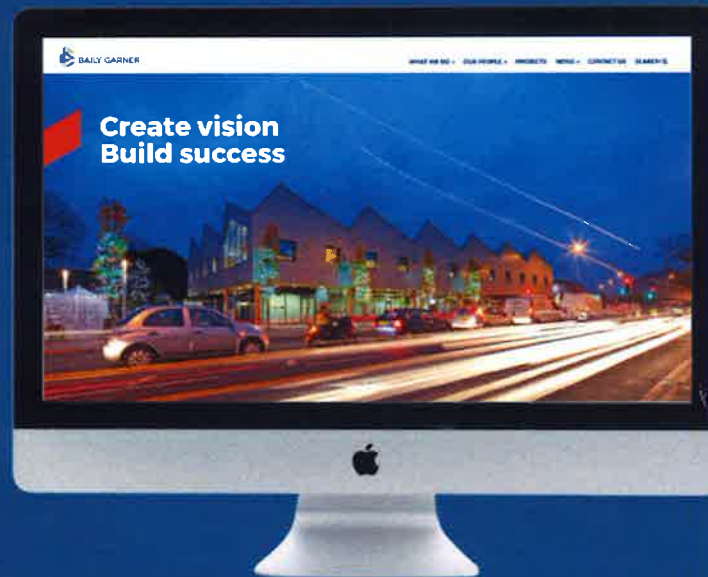
Brandmark 06

Wordmark

ROTATING THE LOGOS

The idea behind having 6 brandmarks is to rotate the logos to illustrate how Baily Garner constantly evolves to adapt a forever changing environment.

On the website, the logo changes randomly each time a page is refreshed. On print, a different version of the logo is used on the set of brochures for example.



01. LOGO

COLOUR VERSIONS

There are 4 colours versions of the logo. Artwork is available in various formats for all the landmark/wordmark combinations and colour versions.

The colour version **1.** is preferred where possible and should be used for most full colour work.

The colour version must be used on a white background only.

On coloured background, please use **2.** the '**Dark blue mono**' version of the logo on light colour and **3.** '**White negative**' on dark colour to ensure maximum contrast.

The black positive version **4.** should be reserved to black and white printing.

For colour break downs, please see the Colours section.



1. Colour (CMYK/PANTONE/RGB)



2. Dark blue mono



4. Black positive



3. White negative

01. LOGO

CLEAR SPACE AREA

In order to maintain a clear, consistent look and feel for our logo, a minimum amount of breathing space should be left around it. This space is determined using the height of the Y of BAILY as shown on the diagrams.



A diagram showing the word "BAILY" in a blue sans-serif font. The word is enclosed within a rectangular frame defined by dashed blue lines. The height of the letter "Y" is used as a reference for the clear space area, with horizontal dashed lines extending from the top and bottom of the "Y" across the width of the word.



A diagram showing the full name "BAILY GARNER" in a blue sans-serif font. The name is enclosed within a rectangular frame defined by dashed blue lines. The height of the letter "Y" in "BAILY" is used as a reference for the clear space area, with horizontal dashed lines extending from the top and bottom of the "Y" across the width of the name.



01. LOGO

DEFAULT A4 SIZE AND POSITIONING

2 lines logos

On A4 format, the default size and positioning for 2 lines logos is set as described on the diagram.

To ensure consistency, for all versions of the brandmark, **the logo size is set using the wordmark only**, which, on A4, should be 31mm wide per 12mm high.

The left, right and bottom margins of the page equal the height of the wordmark, i.e. 12mm on A4.

The top margin of the page is defined using the width of the wordmark, (e. i. 31mm on A4). The baseline of the wordmark sits on this margin.



The measurements given in this example are the preferred size and margins where possible. In some occasions, the size and positioning can vary to accommodate the layout. Using artistic license, the logo can be positioned slightly higher if space is needed to fit content (e. g. Project sheets) or can be made slightly bigger if it appears floating on the page.

For all versions of the logo, the baseline of the wordmark sits on the top margin. The space between the top of the brandmark and the top of the page therefore varies from one logo to another.

01. LOGO

DEFAULT SIZE AND POSITIONING

1 line logos

The default size and positioning for 1 line logos on A4 format (portrait), is set as described on the diagram.

To ensure consistency, for all versions of the brandmark, the logo size is set using the wordmark, which on A4 should be 60mm wide x 6mm high.

The left, right and bottom margins of the page equal twice the height of the wordmark, i.e. 12mm on A4.

The top margin of the page is defined using half the width of the wordmark. On this example, the logo width is 60mm, so the top margin is 30mm. The wordmark baseline sits on this margin whatever version of the brandmark is used.



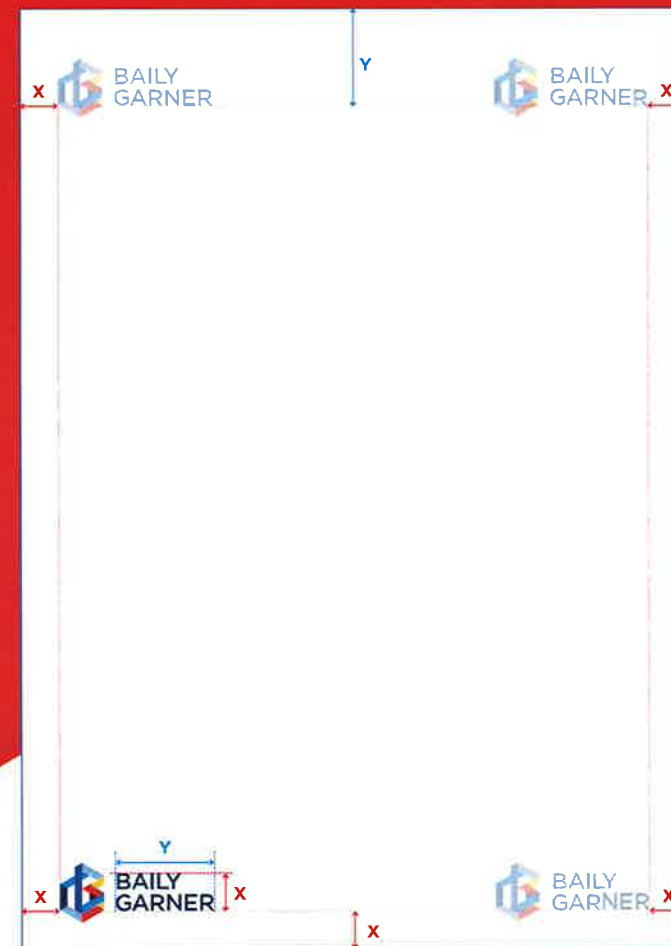
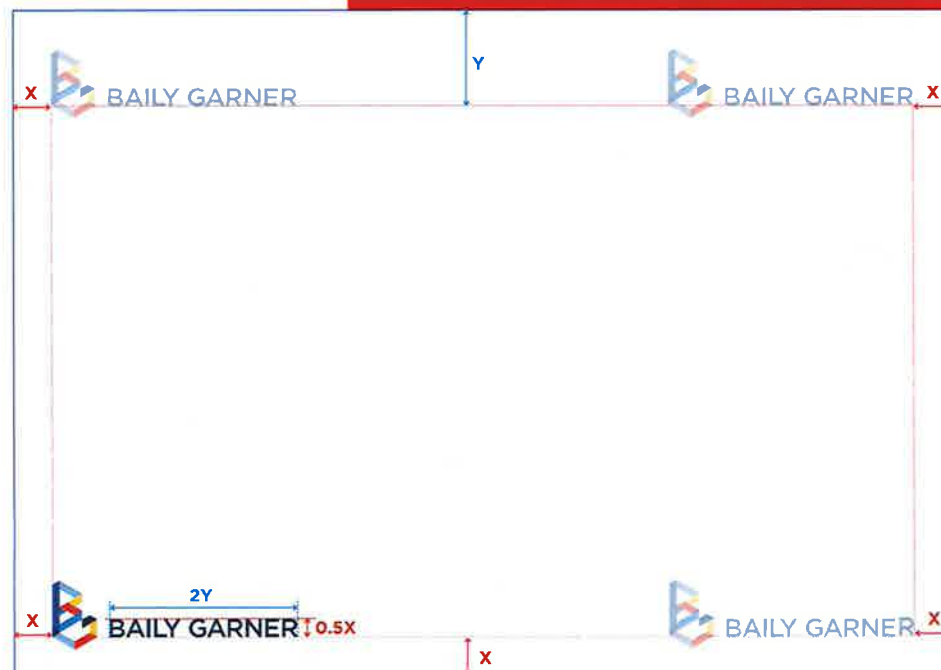
The 2 lines versions of the logo are the most commonly used. However, when the format is prohibitive, such as narrow headers or banners, the one line version should be used to ensure both the wordmark and the brandmark are at a good size.



01. LOGO

POSITIONING

The logo is preferably positioned at the top of the page, either left or right, but in some circumstances, it can be positioned at the bottom. The wordmark baseline then sits on the bottom margin, defined using the wordmark height, as shown on the diagram.



01. LOGO

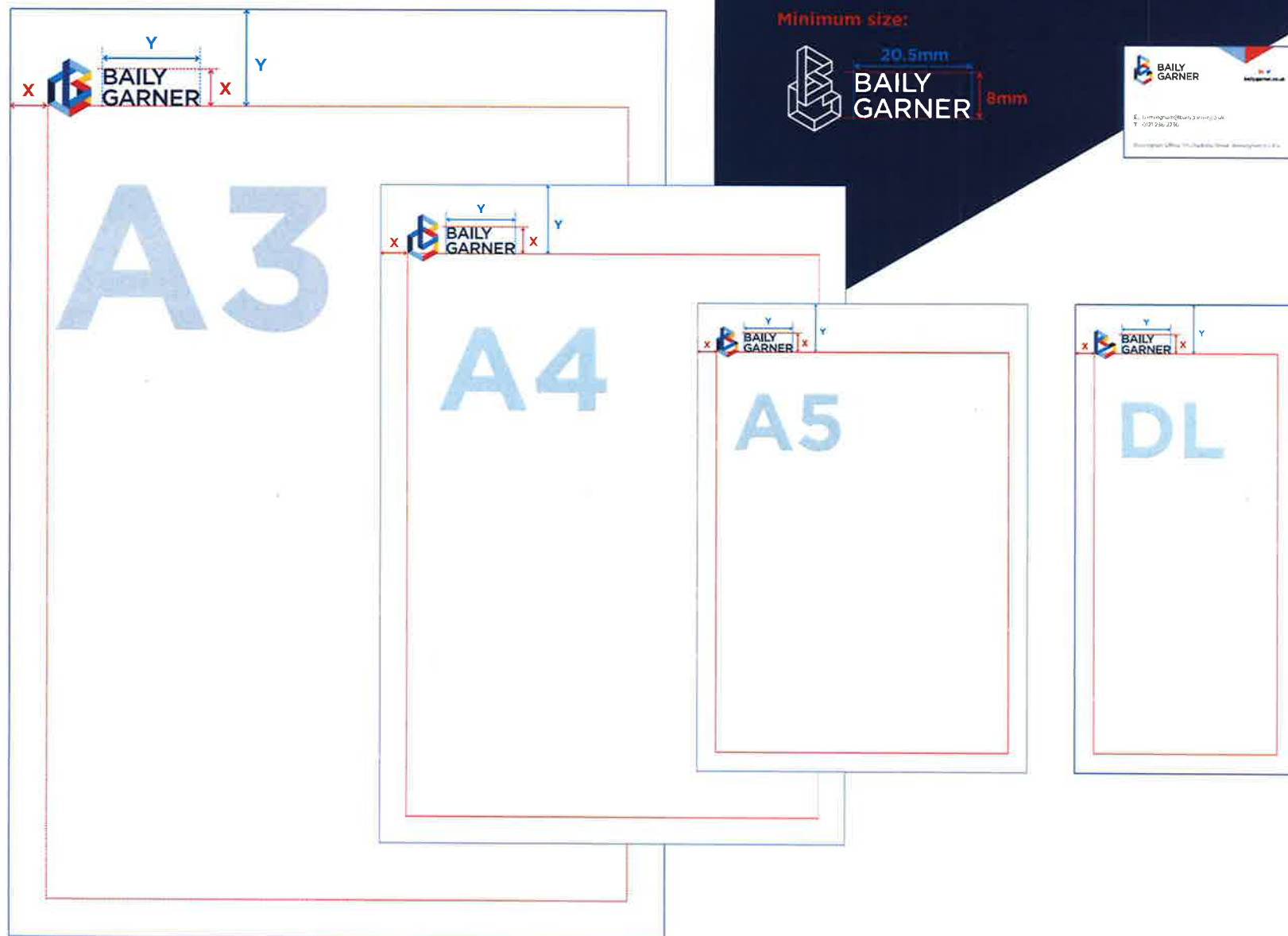
STANDARD SIZES

2 lines logos

The minimum size for the 2 lines logo is 8mm high.

For standard print formats, the sizes are defined as below:

	X	Y
Minimum	8mm	20.5mm
A5/DL	8.5mm	22mm
A4	12mm	31mm
A3	17mm	43.5mm



01. LOGO

STANDARD SIZES

1 line logos

The minimum size for the 1 line logo wordmark is 3.5mm high.

Here are a few example of common sizes,



Website: 168x17px



Standard pull-up banner: 480x48mm

Minimum size:



A4 portrait: 60x6mm

01. LOGO

DOS AND DON'TS

Our logo must always be used with the correct clear space area, colours, size and proportions.

This page shows unacceptable uses of the logo.

Use the colour version of the logo on white background only. For solid colour background, use the contrasting mono version, either dark blue or white.

The wordmark and brandmark should be treated together as one logo. Don't alter the components of the logo or attempt to size them individually.

Please always use the original artwork, don't redraw the logo.



Don't distort the logo



Don't change the composition of the logo or add anything to it



Don't change the relative proportion of the elements



Don't rotate the logo



Don't use the colour logo on a colour background



Don't change the font



Don't change the colours



Don't outline the logo with any colour or shadow

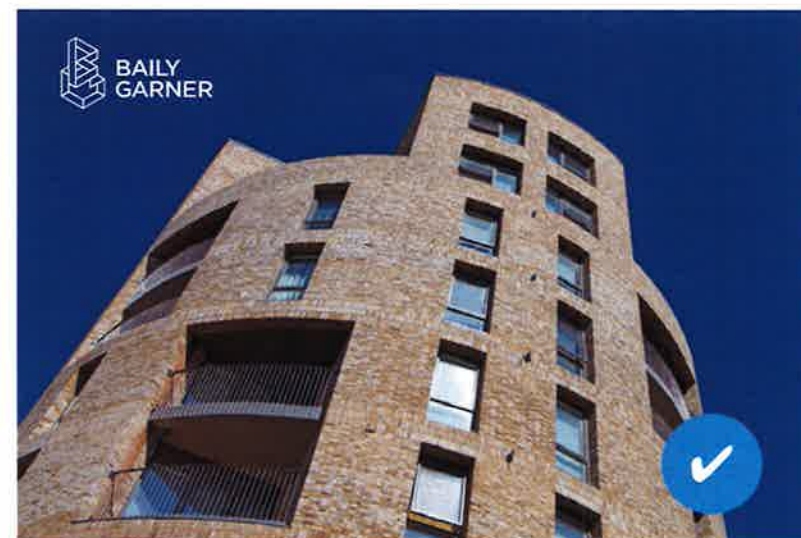
01. LOGO

DOS AND DON'TS

If placing the logo over photographs, please make sure it is still clear and impactful.

Mono is the preferred option on a photographic background, except if the part of the photo where the logo stands is solid white (or very light colour).

If the photo is too busy, please place the logo in a white band either above or below the image.



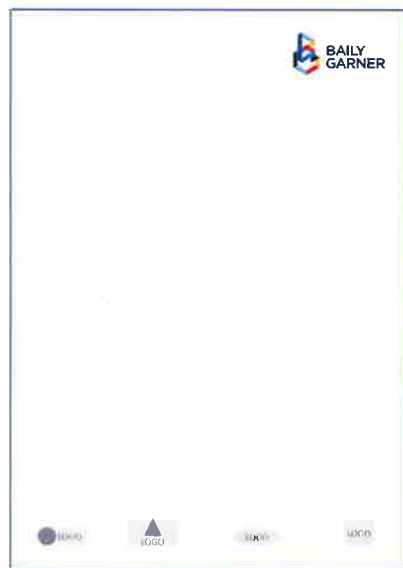
01. LOGO

CO-BRANDING

Co-branding is necessary when a project involves several organisations.

Most organisations will have co-branding guidelines that must be respected and we need to ensure that we do our best to work in line with partner requirements.

Several type of documents need co-branding and the rules will depend on the level of partnership on a project.

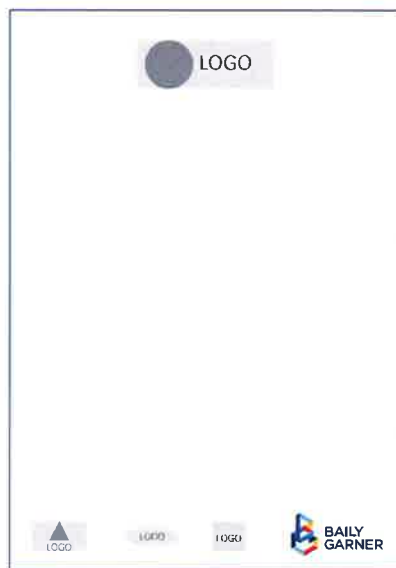


1.

Report front covers

1.

Baily Garner is the lead organisation on the project: our default logo is placed at the top (left of right) of the document (which can be portrait or landscape). The supporting organisations' logos should be placed along the bottom of the page and given the same size and weighting.



2.

2.

Baily Garner is NOT the lead organisation on the project: our default logo will be placed with other supporting organisations' logos. The lead organisation's guidelines apply first **but the clear space area and minimum size of our logo must be respected.**



3.

3.

Baily Garner and another organisation lead the project: our default logo is placed at the top of the document, either left of right, opposite to the other organisation's logo. The supporting organisations' logos should be placed along the bottom of the page and given the same size and weighting.

01. LOGO

CO-BRANDING

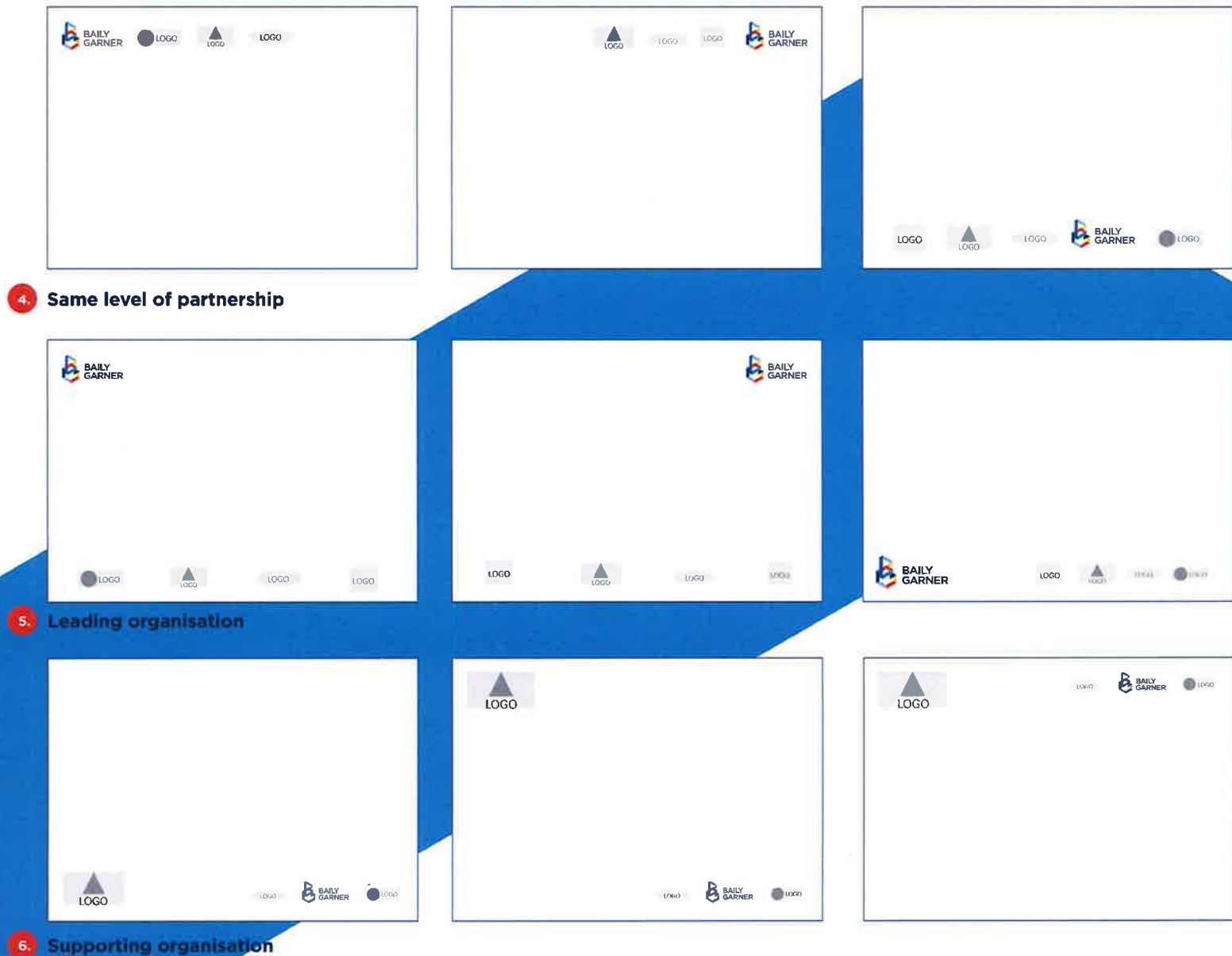
Consultation boards

The positioning of the logo also depends on Baily Garner's role in the project:

4. Same level of partnership: All logos have the same size and weighting. Our logo is positioned in the top left or top right corner of the page if Baily Garner produces the board, otherwise, other organisations' guidelines apply **but the clear space area and minimum size of our logo must be respected.**

5. Leading organisation: Our logo is separated from the supporting organisations' logos and is prominent.

6. Supporting organisation: the lead organisation's guideline apply **but the clear space area and minimum size of our logo must be respected.**



02. COLOURS



02. COLOURS

COLOUR PALETTE

Our colours are an essential part of our visual identity. They are bold, vibrant and reflect our personality. A consistent colour palette will help us stand out and build trust and recognition with our audience.

More white is right

While a good use of colour can bring documents to life, white space helps to keep things clean and simple, increases legibility and communicates elegance, openness and freshness.

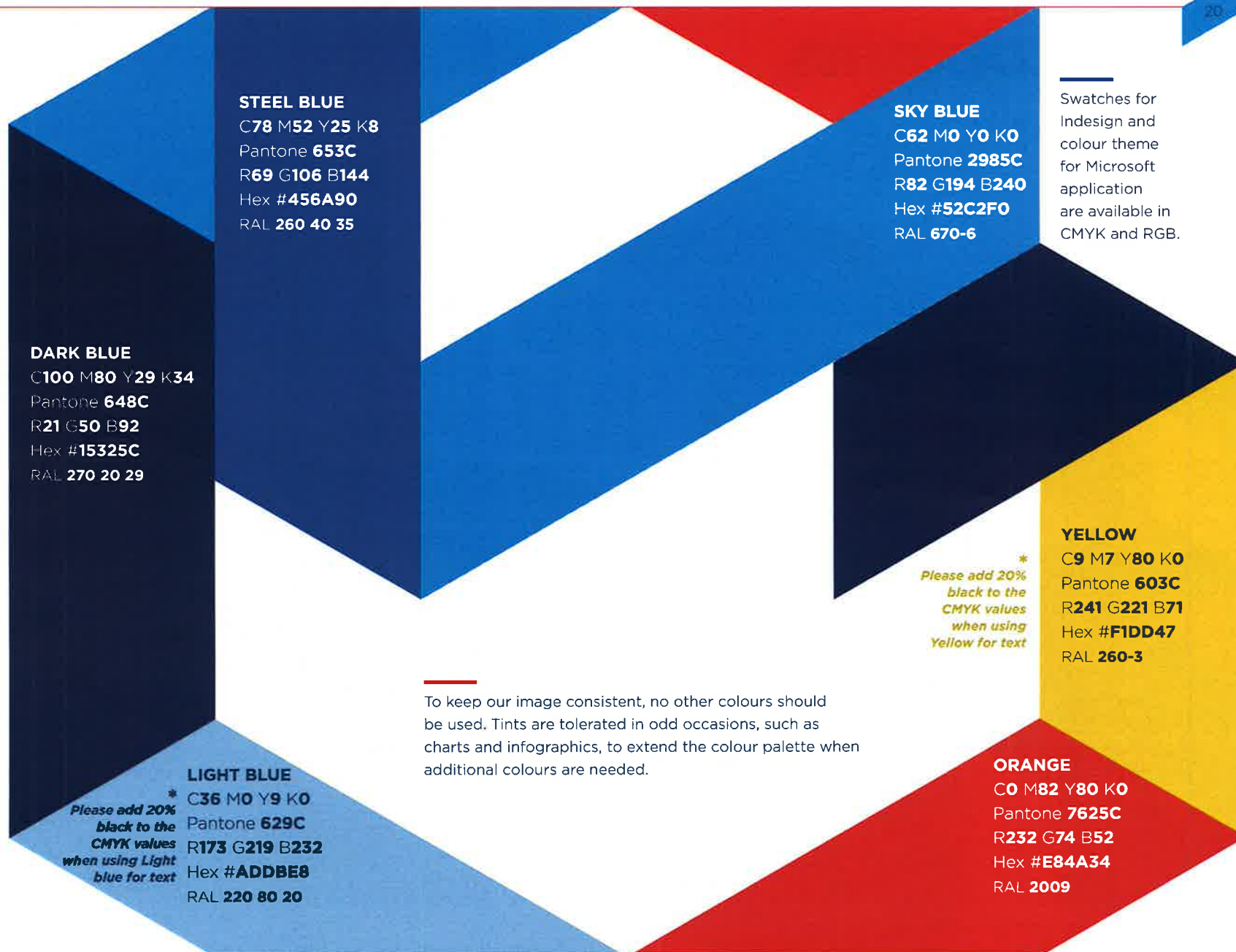
Which colour mode?

CMYK For commercial printing – 4 colour (process colour) litho or digital printing.

Pantone For commercial printing – spot colour litho or screen printing.

RGB or Hex For screen use – including web, email, Word and Powerpoint

RAL For painting



03. FONTS



03. FONTS

EXTERNAL MARKETING MATERIALS

Gotham is our font for all external marketing materials such as brochures, policies, tenders etc...

Headlines

Headlines should use Gotham bold and be all caps. Any colours from the palette can be used. Recommended sizes can vary depending on the material.

Subheading

Any subheading should contrast with the size of any headlines. Recommended sizes can be from 12pt to 21pt depending on the material.

Body copy

Gotham light 9pt is used for all body copy.

Caption, small print

For font sizes under 9pt, Gotham Book might be preferred to Gotham Light.

Paragraph Style are available in Indesign templates to provide guidance on fonts.

GOTHAM BOLD ALL CAPS FOR HEADINGS

ABCDEFGHIJ
JKLMNOPQRS
TUVWXYZ

Gotham light sentence case can be used for subheadings on main title

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Gotham Bold sentence case for subheading in copy

ABCDEFGHIJ
JKLMNOPQRS
TUVWXYZ

Gotham Light for body copy type style.

ABCDEFGHIJ
JKLMNOPQRS
TUVWXYZ

Examples of
document using
Gotham



03. FONTS

EVERY DAY USE AND INTERNAL COMMUNICATION

Arial is our font for everyday use, letters, emails, presentations, all administration and internal communications.

Headlines

Headlines should use a bolder version of Arial. The preferred colour dark blue and all caps. Recommended sizes can range from 14pt to 24pt depending on the material.

Subheading

Any subheading should contrast with the size of any headlines. Recommended sizes can be from 12pt to 21pt depending on the material.

Body copy

Arial 11pt is our default font and must be used for all body copy.

ARIAL BOLD ALL CAPS FOR HEADINGS

Arial Bold sentence case for subheading

Arial Regular 11pt, default font for internal use.
Body copy type style



Examples of documents
using Arial: PowerPoint
slide and Fee proposal

5. TERMS AND CONDITIONS

1 Definitions

In these conditions:-

- a) "The Company" means Baily Garner LLP.
- b) "The Client" means the person to whom the Company is providing the service under the contract.
- c) "The Contract" means the agreement between the Company and the Client for the provision of the services including these conditions of contract.
- d) "The Services" means the service to be provided by the Company under the contract.

2 General Condition

Unless expressly agreed in writing and signed by one of the Company's Equity Members, all proposals, offers or orders for services are made and accepted only upon the terms and conditions set out herein. The Client's order or commissioning agreement or acceptance of the Company's proposal or offer shall not become a binding contract unless they incorporate a copy of these terms and conditions.

3 Period of Acceptance

Unless otherwise referred to, our offer is open for acceptance within 60 days only after the offer date.

4 Variation and/or Amendment

The contract includes for such services as are described therein and based upon our knowledge of the project at the time the proposal is presented. Any variation or extension of the service or variation or extension to the project not included in the contract, will be the subject of a separate proposal or offer on the terms of these conditions and shall not be included within the contract until accepted by the Client and confirmed by the Company.

5 Basis of Professional Charges

Percentage Fees

Where a percentage fee applies, the total cost of construction means the final total (or, until this is determined, the most recent professionally prepared estimate approved by the Client, or, where no such estimate is approved, a fair and reasonable estimate) of all amounts payable to the Contractor under the building contract, excluding:

- * VAT payable on such amount;
- * any costs incurred by reason of any negligence of, or any breach of the contract by, the Company;

04. BRANDING ELEMENTS



04. BRANDING ELEMENTS

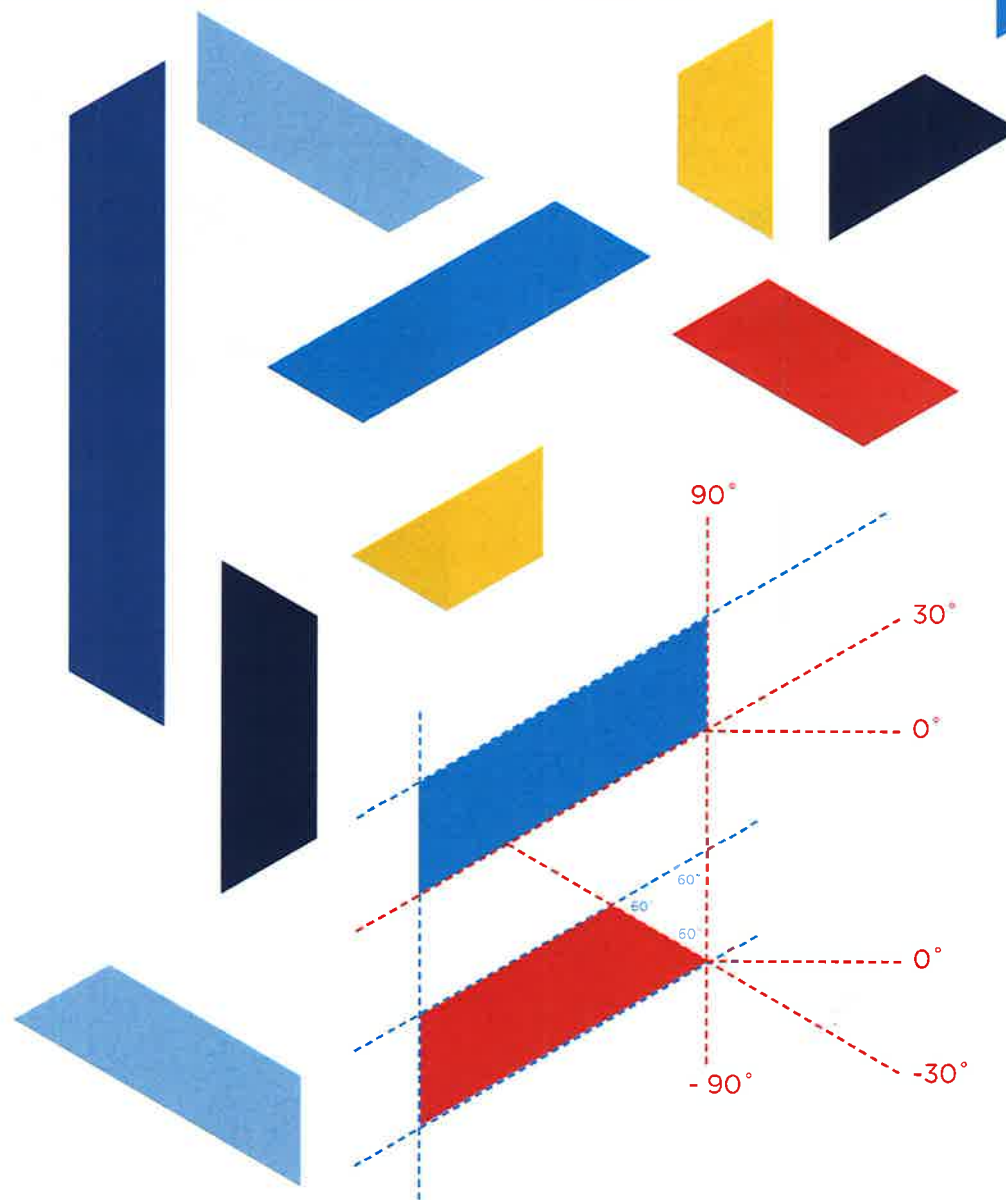
BRANDMARK SHAPES

The brandmarks are used as the main branding element. They are flexible and can be used in many ways to structure the space, bring a touch of colour, house text and imagery or make things stand out.

Any of the 6 brandmarks can be used in its entirety or cropped, isolated shapes can also be extracted and used separately at any scale, although where possible, it's best to try to keep the scale consistent throughout the same document.

In certain situations, the composition of a brandmark can be amended slightly to better accommodate the layout, but it should be kept as close as possible from the original to avoid diluting the brand.

See next page for examples of how the brandmark shapes can be used.



04. BRANDING ELEMENTS



Cropped landmark housing pictures



Cropped landmark and separate shape housing picture



Separate shapes



Cropped landmark with separate shapes used as layers with with cut out images



The mono version of the landmark can also be used

05. SITE SIGNAGE



05. SITE SIGNAGE

STANDARD SIZE SIGNS

Our site sign design clarifies which role(s) Baily Garner are providing on the particular project

Site Signs are printed on either 3mm Dibond (Alu Composite Board) or on 5mm foamex. They are traditionally produced in two sizes:

Small:

4' wide x 1' high
(1220mm x 305mm)

Large:

8' wide x 2' high
(2438mm x 610mm)

Bespoke sized signs can also be provided depending on the requirement.



1000mmx2100mm



06. EXAMPLES



EXAMPLES

BROCHURES



EXAMPLES

FEE PROPOSAL*



FEE PROPOSAL

CONTENTS

1. Introduction
2. Project Description
3. Fee Proposal
4. Service Proposals
5. Terms and Conditions

Insert client
Insert Project

FEE PROPOSAL

5. TERMS AND CONDITIONS

1. Definitions

In these conditions -

- a) "The Company" means Baily Garner LLP;
- b) "The Client" means the person to whom the Company is providing the service under the contract;
- c) "The Contract" means the agreement between the Company and the Client for the provision of the services including these conditions of contract;
- d) "The Service" means the service to be provided by the Company under the contract.

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Unless expressly agreed in writing and signed by one of the Company's Equity Members, all proposals, offers or orders for services are made and accepted only upon the terms and conditions set out herein. The Client's order or commissioning agreement or acceptance of the Company's proposal or offer shall not become a binding contract unless they incorporate a copy of these terms and conditions.

3. Period of Acceptance

Unless otherwise referred to, our offer is open for acceptance within 60 days only after the offer date.

4. Variation and/or Amendment

The contract includes for such services as are described therein and based upon our knowledge of the project at the time the proposal is presented. Any variation or extension to the project not included in the contract will be the subject of a separate proposal or offer on the terms of those conditions and shall not be included within the contract unless accepted by the Client and confirmed by the Company.

5. Basis of Professional Charges

Percentage Fee

Where a percentage fee applies, the total cost of construction means the final total (or, until this is determined, the most recent professionally prepared estimate approved by the Client, or, where no such estimate is approved, a fair and reasonable estimate) of all amounts payable to the Contractor under the building contract, including:

- + VAT payable on such amount;
- + any costs incurred by reason of any negligence of, or any breach of the contract by, the Company.

* PowerPoint template available

DL BROCHURE

GROWING OUR OWN

At the start of WWII, a significant proportion of this Nation's food was imported. That supply was cut off when British ships were attacked in an attempt to isolate and starve the Nation.

...Sound familiar?

It will sound familiar to you if you are involved in the construction industry. At the start of the 21st century, the industry was facing a similar challenge. The construction industry was facing a shortage of skilled workers and a lack of training opportunities. This was due to a combination of factors, including a decline in the number of young people entering the industry and a lack of investment in training and development.

Andy Tonkay
Managing Director

We focus efforts on attracting individuals to the Practice by promoting the industry with schools, colleges and universities.

Like many 18 year old students, Joe was uncertain as to which further education route he wanted to take on completion of his GCSEs.

At Baily Garner, Joe found a supportive environment where he could develop his skills and knowledge. He was encouraged to explore different areas of the business and to take on challenges that would help him to grow as a professional.

Joe's experience at Baily Garner has been a positive one. He has gained valuable skills and knowledge that will help him to succeed in his career. He has also developed a strong sense of team spirit and a commitment to excellence.

Joe Marshall
Newcastle, North East

Joe has been working on his own in a real working environment and getting paid for learning, with less (or even no) student debt.

Joe Marshall
Newcastle, North East

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Joe Marshall
Newcastle, North East

Joe has been working on his own in a real working environment and getting paid for learning, with less (or even no) student debt.

STATISTICS

3 companies started in 2015 in year one, 56% of the year one cohort have gone on to become permanent employees.

56% of the year one cohort have gone on to become permanent employees.

96% of the year one cohort have gone on to become permanent employees.

2 companies started in 2016 in year one, 56% of the year one cohort have gone on to become permanent employees.

56% of the year one cohort have gone on to become permanent employees.

96% of the year one cohort have gone on to become permanent employees.

TOP 10 'HARDY PERENNIALS'

Rank	Name	Year
1	Lorenz Wipac	1981
2	Tye Bosh	1981
3	Duncan Cameron	1981
4	Chris Blyth	1981
5	Andy Tonkay	1981
6	Mark Carpenter	1981
7	Leslie Wells	1981
8	Craig Woodley	1981
9	Carlin Woodley	1981
10	Michelle Pitts	1981

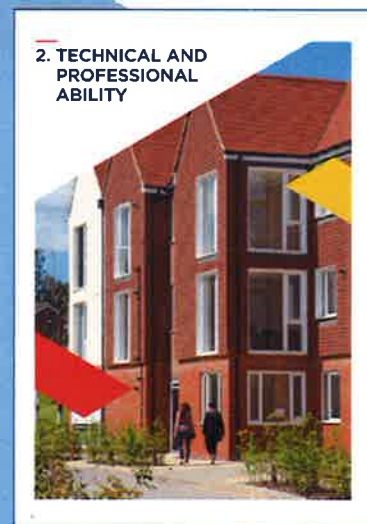
10 apprentices taken on in 2015, 58% of the year one cohort have gone on to become permanent employees.

EXAMPLES

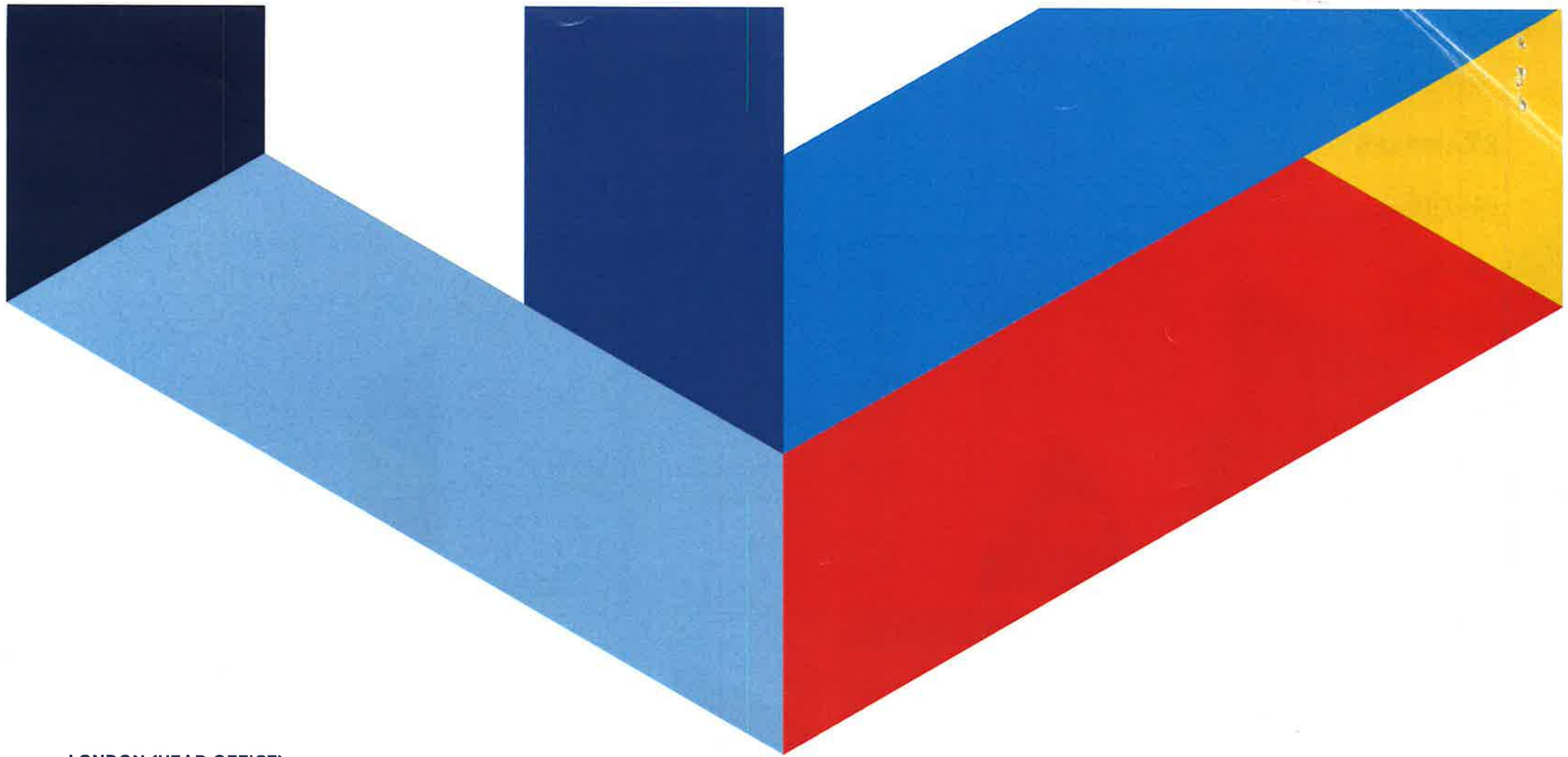
POLICIES*



* Indesign templates are available



PQQ/TENDER*



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