



BRANDING GUIDELINES

October 2017

CONTENTS

INTRODUCTION	3
01. LOGO	4
> INSPIRATION	5
> BRANDMARKS AND WORDMARKS	6
> ROTATING THE LOGOS	7
> COLOUR VERSIONS	8
> CLEAR SPACE AREA	9
> SIZE AND POSITIONING	10
> DOS AND DON'TS	15
> CO-BRANDING	17
02. COLOURS	19
03. FONTS	21
04. BRANDING ELEMENTS	24
05. SITE SIGNAGE	28
06. EXAMPLES	30

INTRODUCTION

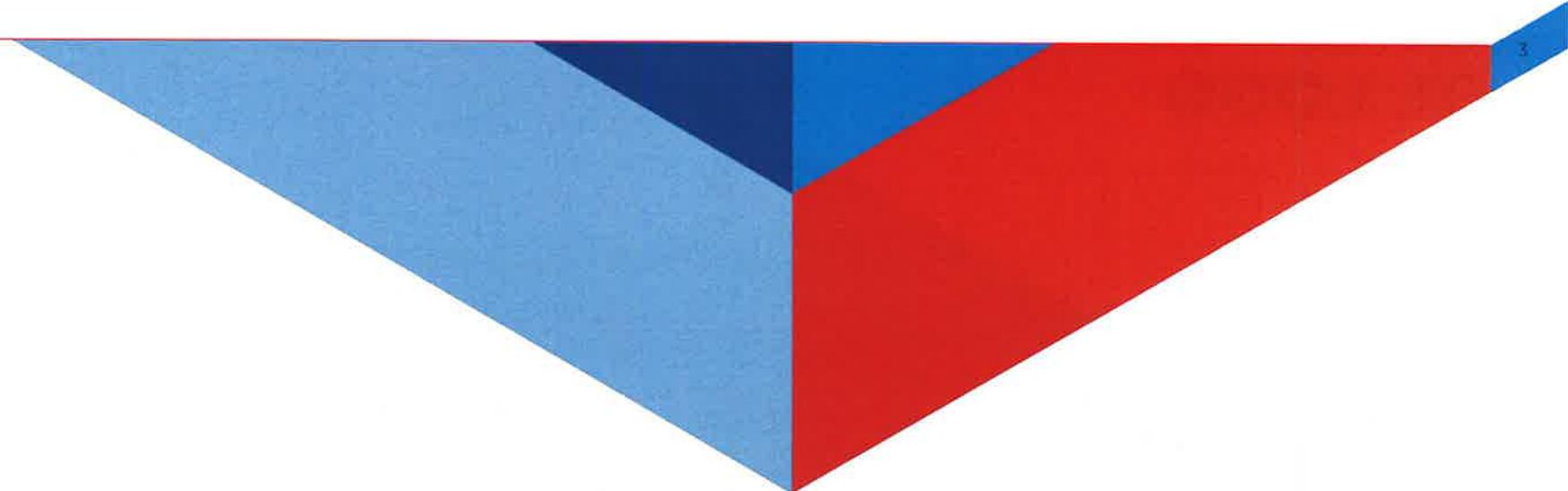
OUR NEW BRAND

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



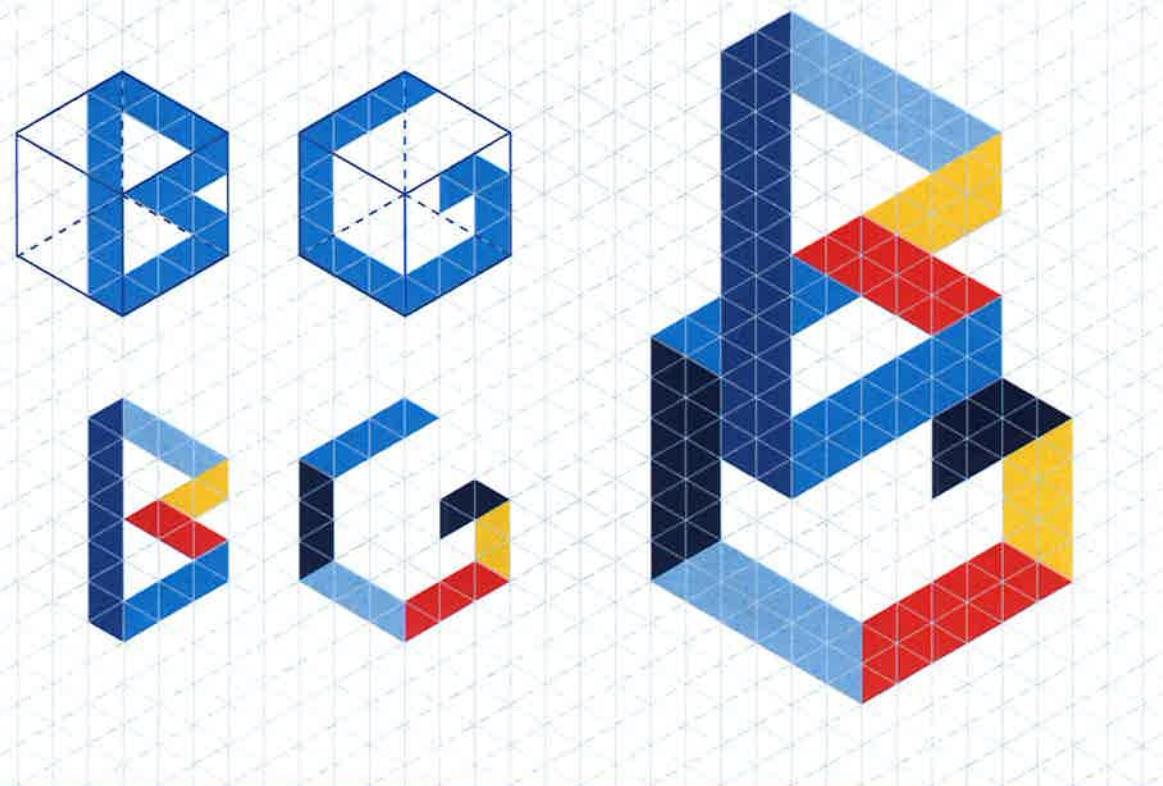
01. LOGO

01. LOGO

5

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.

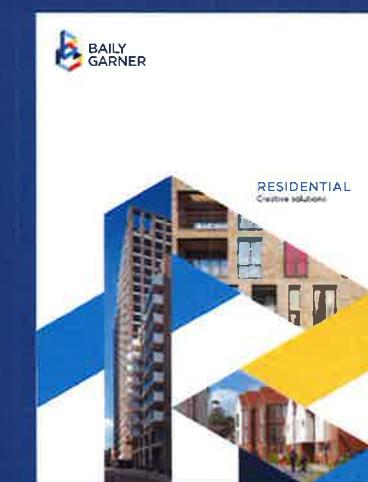
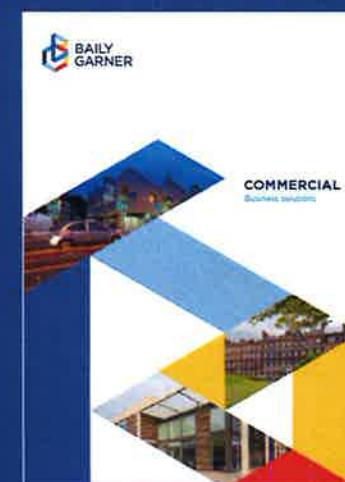
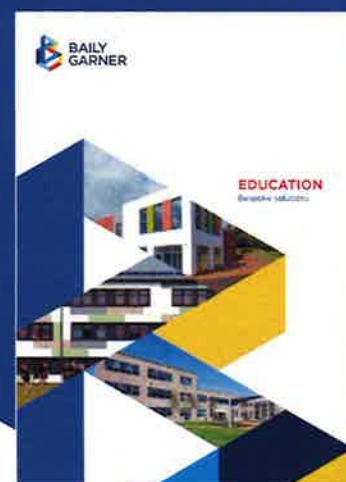
The default logo uses Brandmark 01 and will be predominant but any brandmark can be used.



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

8

COLOUR VERSIONS

There are 4 colours versions of the logo. Artwork is available in various formats for all the brandmark/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.



**BAILY
GARNER**

1. Colour (CMYK/PANTONE/RGB)



**BAILY
GARNER**

2. Dark blue mono



**BAILY
GARNER**

4. Black positive



**BAILY
GARNER**

3. White negative

For colour break downs, please see the Colours section.

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.

BAILY
GARNER



BAILY
GARNER



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.



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

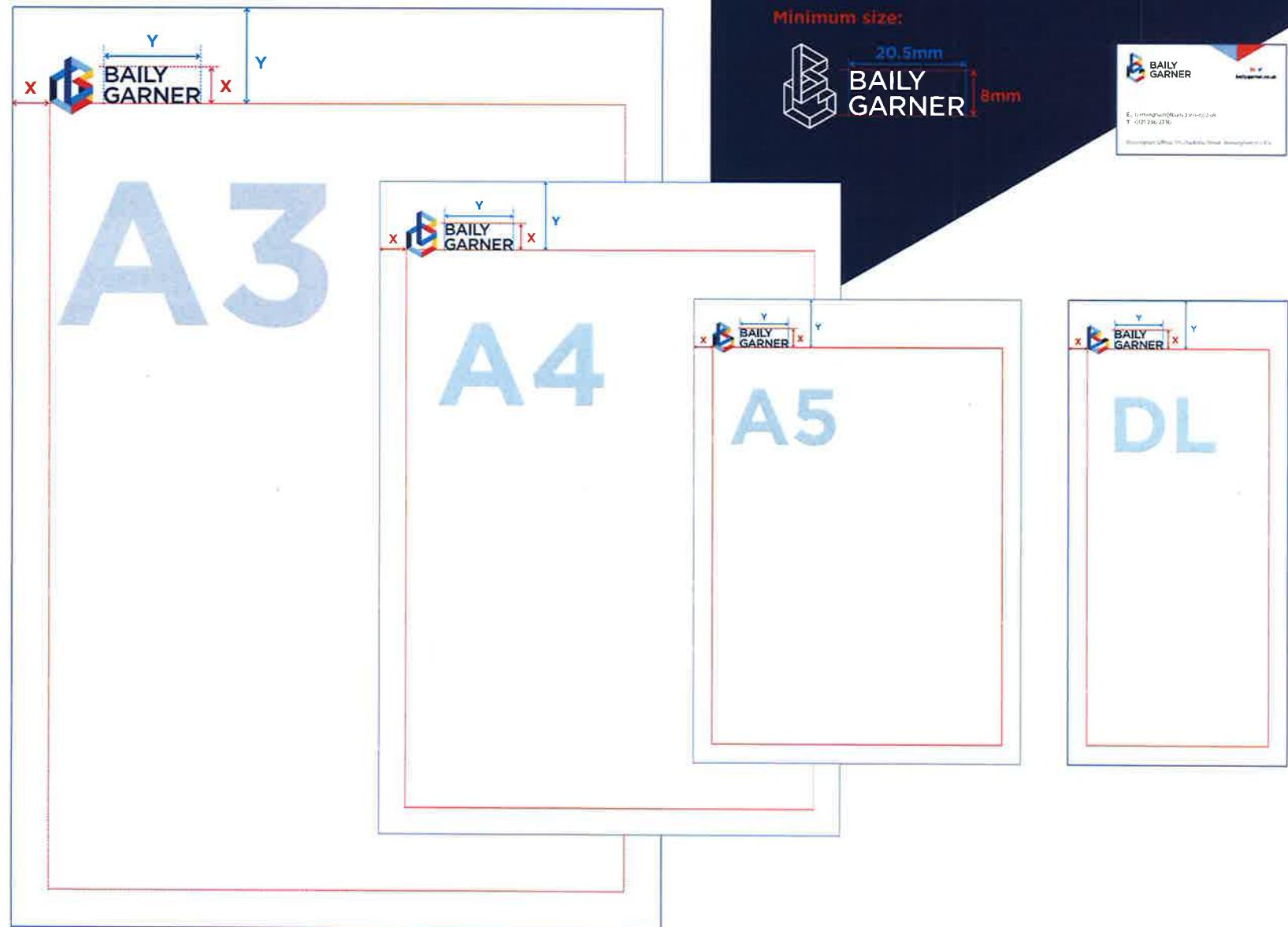
STANDARD SIZES

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



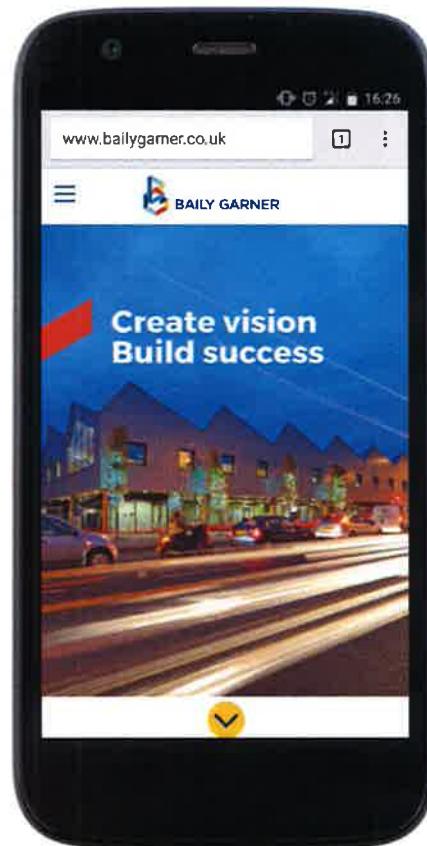
01. LOGO

STANDARD SIZES

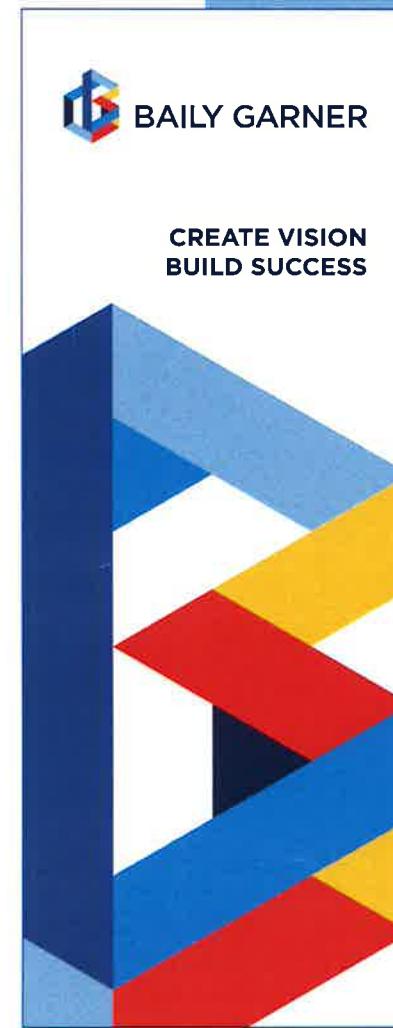
1 line logos

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

15

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

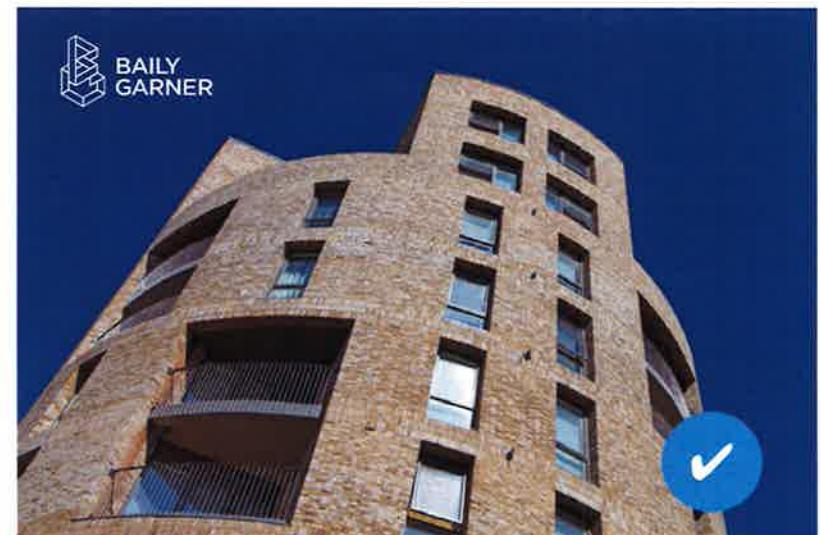
01. LOGO

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

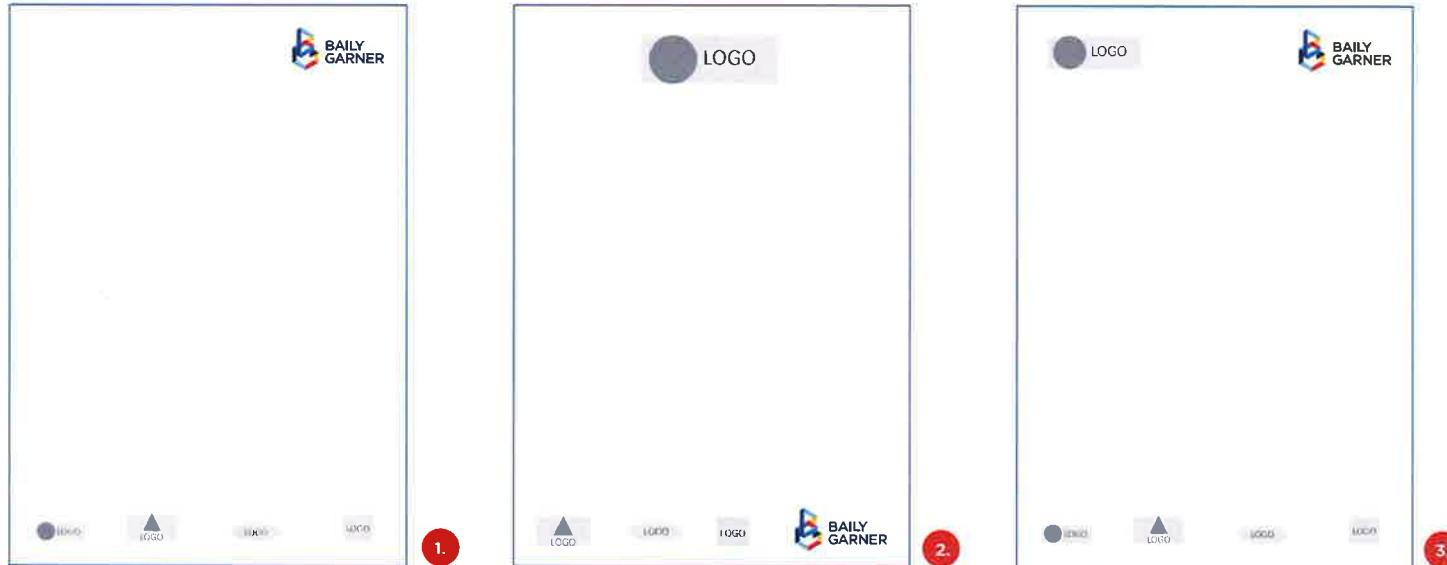
17

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.



Report front covers

1.

Baily Garner is the lead organisation on the project: our default logo is placed at the top (left or 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.

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.

Baily Garner and another organisation lead the project: our default logo is placed at the top of the document, either left or 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

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.



4. Same level of partnership



5. Leading organisation

6. Supporting organisation



02. COLOURS



02. COLOURS

20

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

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ

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

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Gotham Bold sentence case for subheading in copy

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ

Gotham Light for body copy type style.

ABCDEFGHI
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



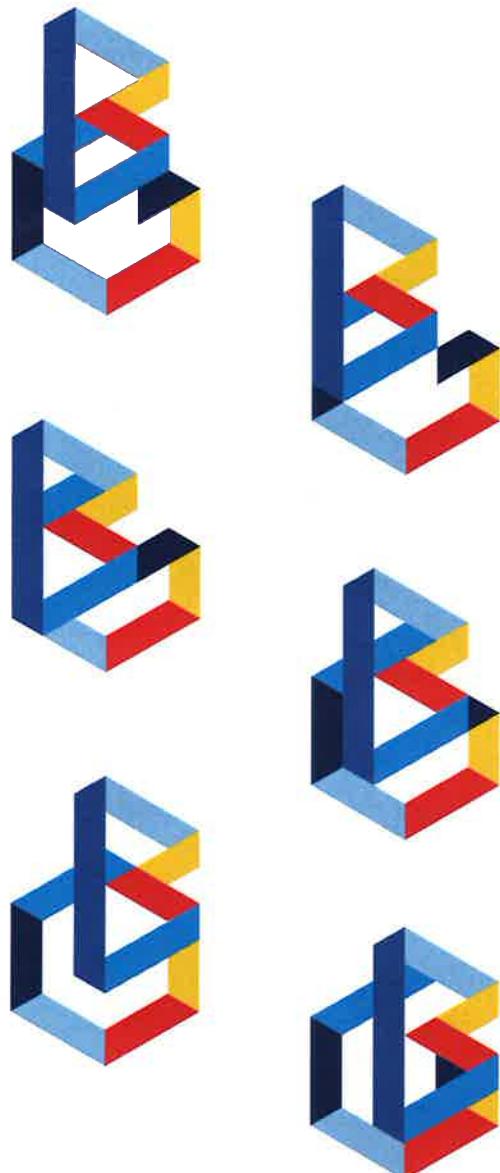
04. BRANDING ELEMENTS

BRANDMARK SHAPES

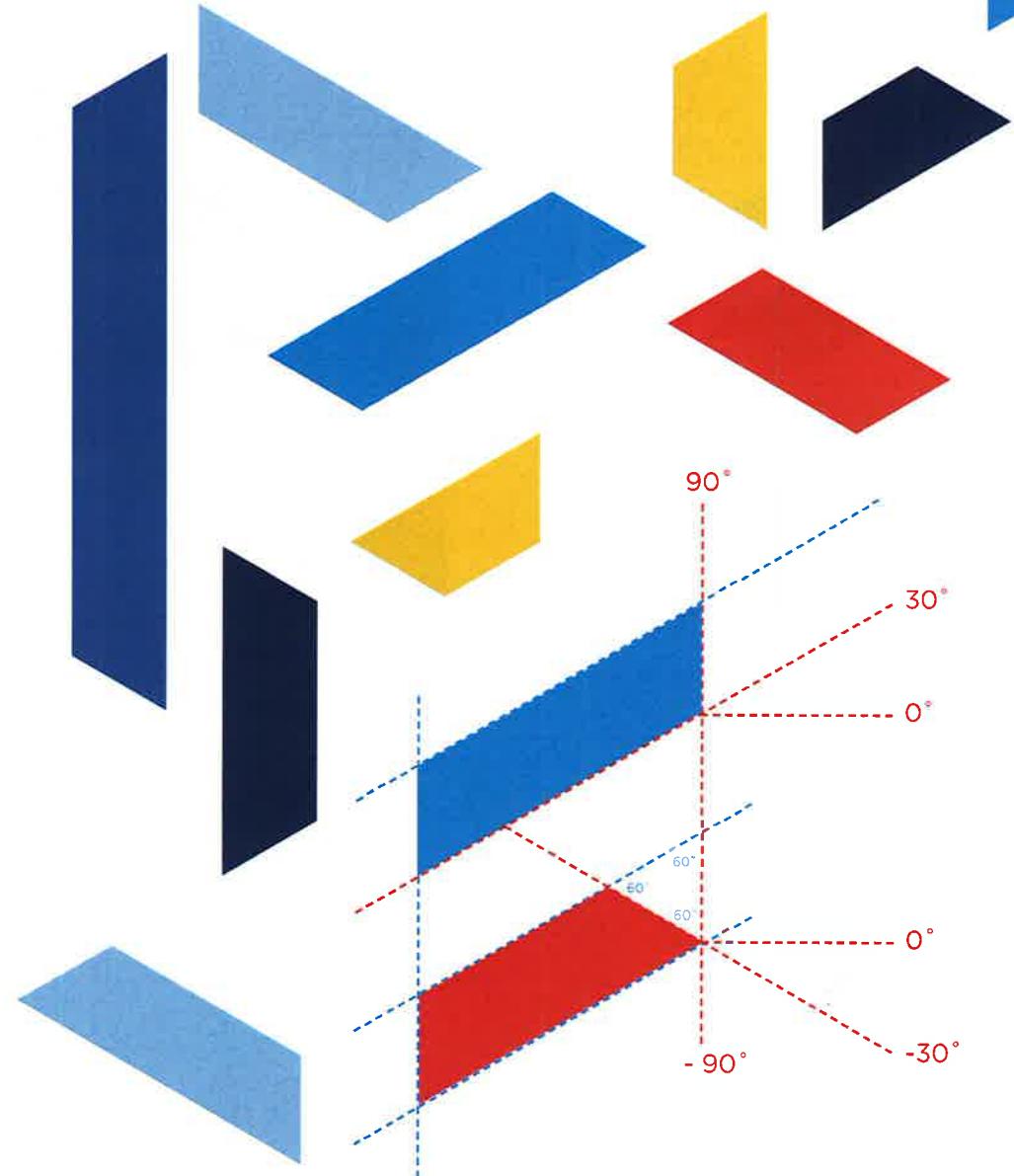
The brandmarks are used as the main branding element. They are flexible and can be used in many ways to structure the space, bring a touch of colour, house text and imagery or make things stand out.

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.

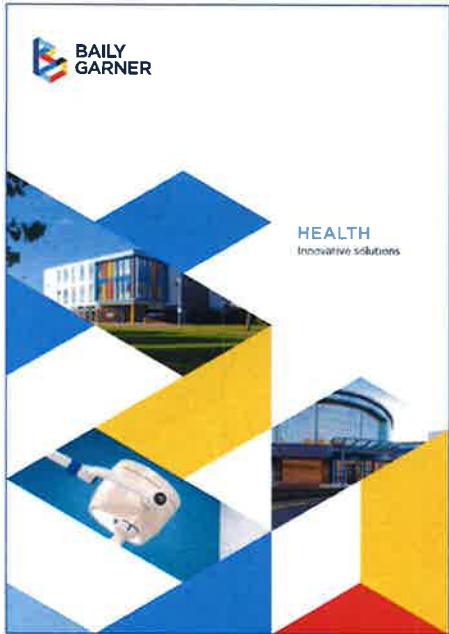


See next page for examples of how the brandmark shapes can be used.

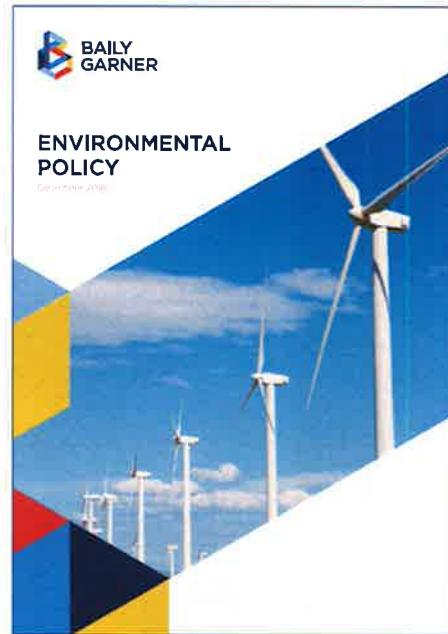


04. BRANDING ELEMENTS

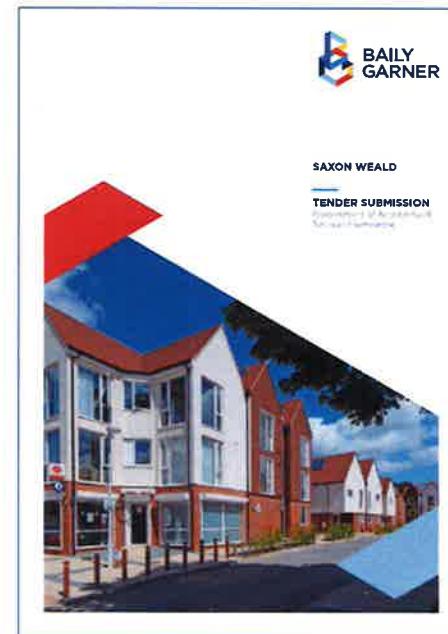
26



Cropped brandmark housing pictures



Cropped brandmark and separate shape housing picture



Separate shapes



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



The mono version of the brandmark can also be used

04. BRANDING ELEMENTS

LINES, OVERLINE AND UNDERLINE

Our layouts use a lot of white space. Lines are therefore a great way to structure information and add a subtle dash of colour.

Lines are often used in our literature such as policies or tender documents to define the page header and make the main heading stand out. Lines are also obviously very useful for charts or where the space needs to be divided. Please use a light stroke weight such as 0.25 or 0.5pt for lines going across the page.

Overline is used to highlight specific information such as picture captions, people's name, or headers. It can also be used in charts or to structure the space on the website. The overline stroke weight should be 1 or 2pt.

Underline (rules under) are used in subheading style or to isolate paragraphs of text.



See the Examples section for more illustrations of how the lines are used.

MEET THE PARTNERS

We're proud of our people. From the most senior equity partners to trainees just starting out, our team combines drive and professionalism with a commitment to excellence.

EQUITY PARTNERS

ANDY TOOLEY
BIM Lead

"My passion is the built environment and my intention is to manage a construction consultancy that leads the way in providing the best customer experience. As a chartered surveyor qualified project manager, value manager and client manager, my experience has ranged from planned maintenance to large regeneration projects, working on both strategy and delivery."
andy.tooley@barkercole.co.uk

BRADLEY WEBSTER
BIM Lead

"As a chartered surveyor and client manager, my experience includes how to build to specification across the residential, commercial and education sectors. Throughout my career I have gained most satisfaction from assisting clients to experience an exciting and fulfilling career in construction. I have an active role in BIM, training and assessing for the RICS".
bradley.webster@barkercole.co.uk

IAN MAIN
BIM Lead, Clap Met

"As a chartered surveyor with over 20 years experience in the industry my focus is to continually seek to deliver service but effective building services systems, providing energy efficient and cost effective buildings that people want to live, work and learn in".
ian.main@barkercole.co.uk



Standard caption using the overline:



05. SITE SIGNAGE



05. SITE SIGNAGE

29

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

2. PROFESSIONAL CAREERS IN THE BUILT ENVIRONMENT

The construction industry is one of the largest in the world and accounts for over 2 million jobs in the UK. The industry contributes over £100 billion towards UK GDP and its performance is a key indicator on the health of the economy.

The built environment plays an important role in our daily lives, from the way we live, work and travel to the way we play.

The UK construction industry is one of the largest in the world, employing nearly 2.5 million people. It is a highly skilled industry, with a high level of innovation and expertise. The industry is a major contributor to the UK's economy, with a turnover of over £100 billion and over 2.5 million people employed.

The London 2012 Olympic Park is also a prime example of the industry's commitment to sustainable development, with a focus on green infrastructure and energy efficiency.

Industry professionals are governed by various professional bodies, including the Royal Institution of Chartered Surveyors and the Royal Institute of British Architects (RIBA).

The industry is a major employer, with over 2.5 million people employed across 42 countries worldwide.

It is a dynamic sector with a range of opportunities available, from traditional roles such as construction and engineering, to more modern roles such as environmental management and sustainability.

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We want you to be able to clearly understand what we do at Balfour Beatty and what makes us stand out from the competition. The following sections therefore provide an overview of our principal services and the opportunities we hope you find of interest in considering your future path.

The construction industry is the provider for sustainably delivered infrastructure and buildings, and its role in the economy is vital in providing an environment with the resources needed to support our future needs.

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The construction industry is

100% Balfour Beatty. As a leading construction and infrastructure company, we are committed to the delivery of safe, sustainable and high-quality projects.

© Balfour Beatty 2012. All rights reserved. Balfour Beatty is a registered trademark of Balfour Beatty plc.

Printed on 100% recycled paper.

<div data-bbox="46 3482 187

Having chosen one of the offices of investment managers in the world of specialist in the investment and development of listed property assets, we can now offer you a wide range of services and the best advice available to help you achieve your objectives. We bring together a dedicated, experienced and highly qualified team of professionals, including chartered surveyors, chartered accountants, chartered financial analysts, chartered actuaries, chartered valuers, chartered building surveyors, chartered quantity surveyors, chartered project managers, chartered financial analysts, chartered financial economists, chartered financial analysts and chartered financial economists.

The sector is operating in a competitive market which highlights the need for efficient design, high quality cost plans, robust risk management and a proactive, can-do approach.

We have been around a lot over 40 years, we understand business needs and the need to invest wisely for future growth and success. To offer a multi-disciplined collaborative team, something else is needed and demanded.

We are equally ready to service from our talented Architects, Building Surveyors, Financial Analysts, Chartered Building Services and Environmental Engineers. [See more in full](#)



EXAMPLES

Fee Proposal*



CONTENTS

5. TERMS AND CONDITIONS

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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 services will not be deemed to have 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 our offer date.

4. Variation and/or Amendment

The contract includes for such services as are described herein and supplied upon the proposal, unless otherwise agreed in writing, the proposal is preserved. Any variation or extension of the service or variation or cancellation of the proposal not indicated on the contract, will be by a written or electronic proposal or offer on the terms of these conditions and shall not be included within the contract unless accepted in writing and confirmed by the Company.

5. Basis of Professional Charge

Retainer/Initial Fees

Where a percentage fee applies, the total value of construction hours, the final total fee will be determined by the Client's most recent professionally prepared estimate approved by the Client, or, where no such estimate is available, by the most reasonable estimate of all amounts payable to the Contractor under the contract.

- VAT payable on each amount.
- VAT paid made by reason of any negligence of, or any breach of the contract by, the Company.

* PowerPoint template
available

DL BROCHURE

EXAMPLES

POLICIES*

BAILY GARNER

CORPORATE SOCIAL RESPONSIBILITY POLICY



Corporate Social Responsibility

At Baily Garner, we believe that business and society must work together to create a better world. We believe that business must be a force for good, and that it must be held to account for its actions. We believe that business must be sustainable, and that it must be held to account for its impact on the environment and society.

Our Core Principles

- Working in a way that respects the environment and society
- Working in a way that respects the environment and society
- Working in a way that respects the environment and society

Corporate Social Responsibility Policy

This policy sets out our approach to Corporate Social Responsibility. It is a statement of our values, and how we operate.

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BAILY GARNER

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**ARCHITECTURE
BUILDING SERVICES ENGINEERING
BUILDING SURVEYING
CIVIL CONSULTANCY
ENVIRONMENTAL INDEPENDENT CERTIFIED
PROJECT MANAGEMENT
QUALITY CONTROL INSPECTORS**

LONDON OFFICE
London Office
London, UK
E: 020 3000 4567
W: www.bailygarner.co.uk

BIRMINGHAM
Birmingham Office
Birmingham, UK
E: 0121 900 1234
W: www.bailygarner.co.uk

Andy Tolley
Project Manager
Date: June 2017

Corporate Social Responsibility Policy

This policy is designed to ensure that Baily Garner is a responsible and sustainable business. It sets out our approach to Corporate Social Responsibility, and how we operate.

BAILY GARNER

SAXON WEAld



PRE-QUALIFICATION QUESTIONNAIRE

20th January 2018

1. A copy of a valid UK Building Control
PRE-QUALIFICATION QUESTIONNAIRE
Exhibited by Baily Garner Ltd
to Saxon Weald

2. List 1 - General Weald Housing

1. SELECTION QUESTIONNAIRE
2. TECHNICAL AND PROFESSIONAL ABILITY
3. ADDITIONAL INFORMATION

2. TECHNICAL AND PROFESSIONAL ABILITY



Corporate Social Responsibility

At Baily Garner, we believe that business must be a force for good, and that it must be held to account for its impact on the environment and society. We believe that business must be sustainable, and that it must be held to account for its impact on the environment and society.

Our Core Principles

- Working in a way that respects the environment and society
- Working in a way that respects the environment and society
- Working in a way that respects the environment and society

Corporate Social Responsibility Policy

This policy sets out our approach to Corporate Social Responsibility. It is a statement of our values, and how we operate.

RELEVANT EXPERIENCE AND CONTRACT EXAMPLES

CONTRACT 1: KENSINGTON STREET, BRIGHTON

Project: Residential Development
Value: £100 million
Timeline: 12 months
Scope: Residential Development
Deliverables: Residential Development

CONTRACT 2: KENSINGTON STREET, BRIGHTON

Project: Residential Development
Value: £100 million
Timeline: 12 months
Scope: Residential Development
Deliverables: Residential Development

KEY CHALLENGES:
Developing a high-quality site for the
construction area.

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INNOVATION:
Developing a high-quality site for the
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REQUALIFICATION: BRIGHTON

Project: Residential Development
Value: £100 million
Timeline: 12 months
Scope: Residential Development
Deliverables: Residential Development

REQUALIFICATION: BRIGHTON

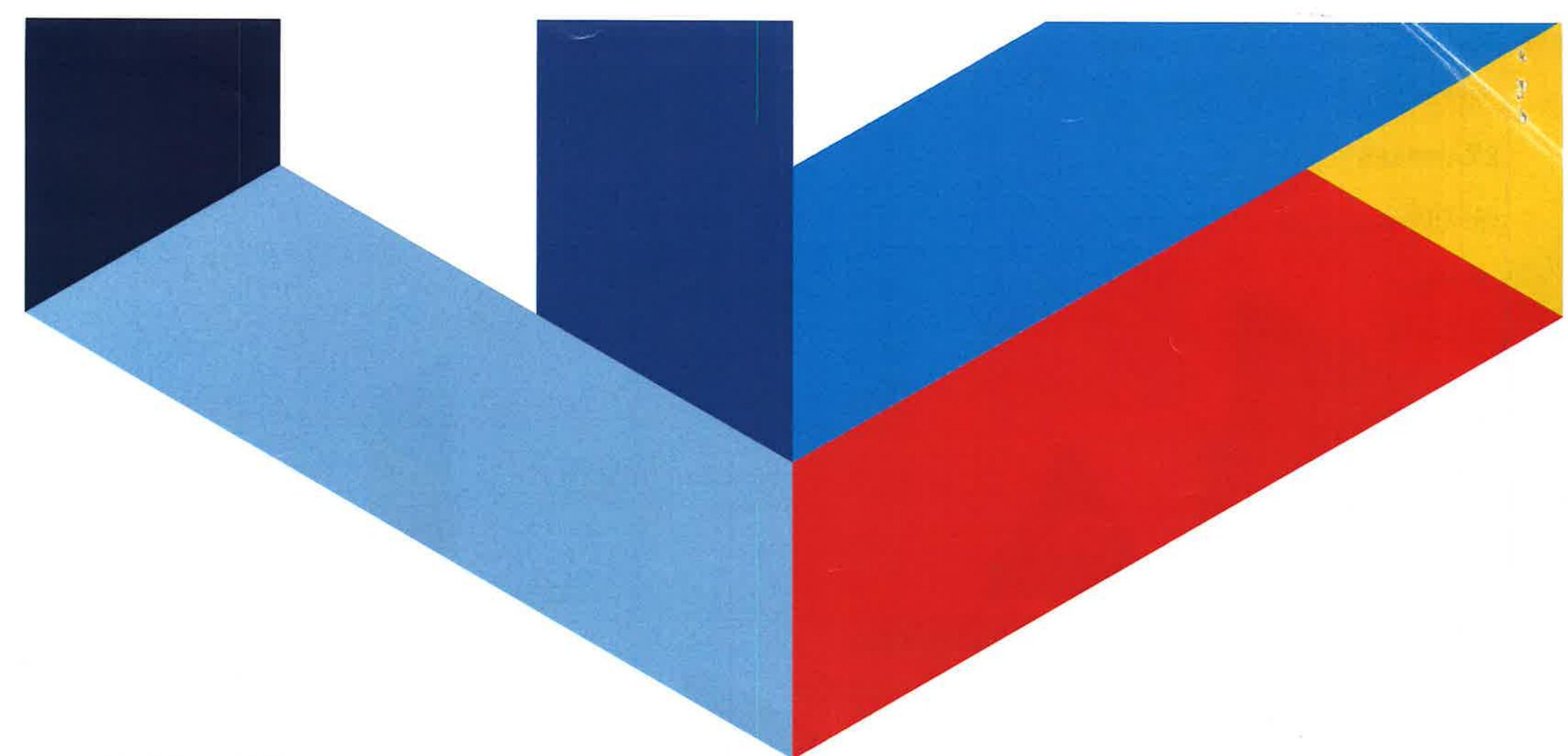
Project: Residential Development
Value: £100 million
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REQUALIFICATION: BRIGHTON

Project: Residential Development
Value: £100 million
Timeline: 12 months
Scope: Residential Development
Deliverables: Residential Development

PQQ/TENDER*

* Indesign templates
are available



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