

wcma

Brand Guidelines

Internal Document V3.0 (January 8th 2024)

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Introduction

Why rebrand? Why now?

The brand is not just a logo. The brand is the company's promise, its values and its reputation. It's created by the public's perception. Every point of contact a customer has with the company reinforces the brand perception. Every member of staff contributes to this perception in everything we say and do.

Our current brand is over 6 years old and has served us well. However, in the light of an unprecedented global pandemic and the climate and ecological emergency, the way we do business is changing, consumer behaviour is changing and media and technologies are changing. We need to keep pace with that change to stay relevant. Sustainability is not just a nice goal, it's imperative for all of our survival. We need to cut through all of the noise, have greater clarity, stronger messaging and more consistency. We need a brand that better defines us and our values and continues to resonate with our customers.

Our Vision

We have a bold and confident vision. We are proud to be a truly sustainable British manufacturer. We believe we make things better: better products, better service, better for people, better for the UK and better for the planet. The world is a better place because our business is in it and together we can make a difference.

Our Mission

We design and manufacture a wide range of promotional badges, merchandise and awards from fully accredited sustainable materials ensuring professional distributors can offer their customers not only unique quality products which are great value for money but which can also impact people and planet for good. There is a better way and together we can make a difference.

Our Values

1. WE ARE A TRUE BRITISH MANUFACTURER

We are proud to be an independent UK manufacturer who makes everything we do in house, especially in a market increasingly saturated with cheap imports. From design through delivery, we have complete quality control over every stage of product development and production.

2. SUSTAINABLE, IT'S NOT WHAT WE DO, IT'S WHO WE ARE

It's not just about what we make but how we make it that has contributed to our success over the last 40years. It also ensures we are creating a solid and sustainable business for the next 40years - a legacy so important to us, our community and future generations.

3. TOGETHER WE CAN MAKE A DIFFERENCE

We are people led and people focused. The health of our business lies in the well

being of people as well as planet. We aspire to always act with understanding and respect and actively promote inclusivity, collaboration and efficiency in our talented staff. In addition, our industry award winning team place a high value on developing longer and stronger partnerships with all of our customers who, by choosing to work with us, can help us create a real impact for good.

4. WE'RE DIFFERENT, BY DESIGN

Because we design and manufacture everything in house we can offer tailor-made solutions and customised products to our customers, providing them with truly unique, standout branding and promotional opportunities.

5. WE NEVER OVER PROMISE OR UNDER DELIVER

We have an industry wide reputation for trust, reliability and generally being 'one of the all round good guys'. We operate

with integrity and have high levels of transparency in everything we do. We will do the right thing because it is the right thing to do and if we make a mistake we will fix it, quickly, no questions asked.

6. WE ARE SMALL BUT MIGHTY

We have a bold and confident vision of our business and our future. Large or small, our customers are important to us. Their problems are our problems and we're confident we have a wide choice of solutions to offer them. We know we punch well above our weight and exceed all expectations.

7. WE NEVER STAND STILL

We are small enough to be agile and flexible and respond quickly to changing needs and demands. We are continually researching and developing new products and services to help our customers stay ahead in an ever evolving competitive environment.

Our Voice

Core Messaging & Tone

- There is a better way
- We make things better
- Together we can make a difference
- We are proud to be an independent sustainable British manufacturer
- We're better, by design
- We keep it simple and honest, no jargon or superfluous flannel
- We never over promise or under deliver and aim to exceed all expectations
- We are knowledgeable, approachable, friendly and professional
- Large or small, your business is important to us and we treat everyone the same
- Your problem is our problem. We're here to provide solutions, confident in the wide choice of options and products we have to offer you

Logo



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Logo Clearance

Simple, Bold, Fresh, Contemporary, Professional, Enduring

- Blue represents trust, depth, loyalty, stability and professionalism.
- It is an element of our existing brand which we are taking forward for familiarity and a nod to our heritage.
- Combined with white it provides a clean, classic look which conveys quality.
- The logo is uncomplicated, free of flourishes. Bold weight letters provide a solid, contemporary presence.
- Lowercase rounded letter forms have a softer, more approachable feel and a quirky 'c' denotes a little more individuality.
- A white on blue or blue on white version of the logo can be used interchangeably to identify our brand



Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should enter the exclusion zone. To work out the exclusion zone, take the height of the “c” from “wcma” in the logo letters and measure from the border of the logo.

Core Message & Primary Strapline

we make things better

Logo & Strapline

A Confident Statement of Our Brand Value Proposition

- The strapline is a simple statement of belief - we know what we're about - it's confident and unambiguous.
- Green is universally associated with nature and represents our sustainability values and what we mean by the word and concept of 'better'.
- The logo and primary strapline combination is the preferred presentation on all public facing communications.



Logo Variations

Monochrome Logo Versions

- An option for laser engraving



Logo Variations

Stacked Logo Versions

- Only to be used when space is limited or as a more legible option at very small sizes



Logo Misuse

- Consistent implementation of the logo is important on all communication channels
- Here are some incorrect use examples
- Please ask the brand creators if in doubt about how the logo is to be applied. Email dany@wcma.co.uk



Our previous logo

X



Insufficient clearance area

X



Stretched, squeezed or distorted logo

X



Logo at an angle

X



Drop shadow

X



Logo outlines

X

Logo Misuse



Logo on a colour background **X**



Reduced resolution **X**



Placing logo in a box **X**



Too small **X**



Retrying logo and strapline lockup **X**



Use an alternative strapline **X**



Greyscale version **X**



Changing colours of logo/strap **X**

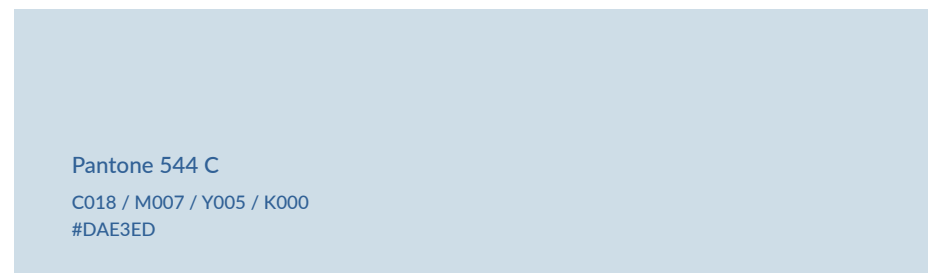
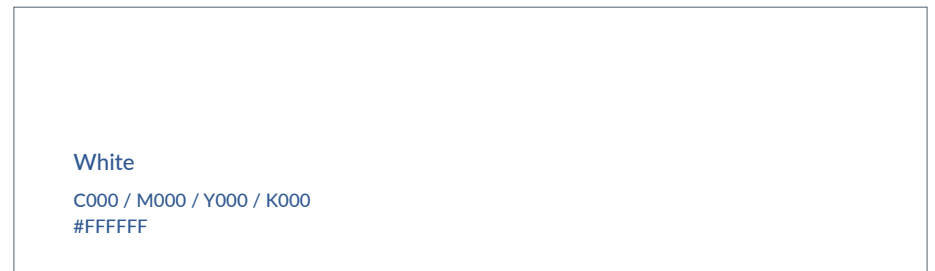


Changes to letter spacing **X**

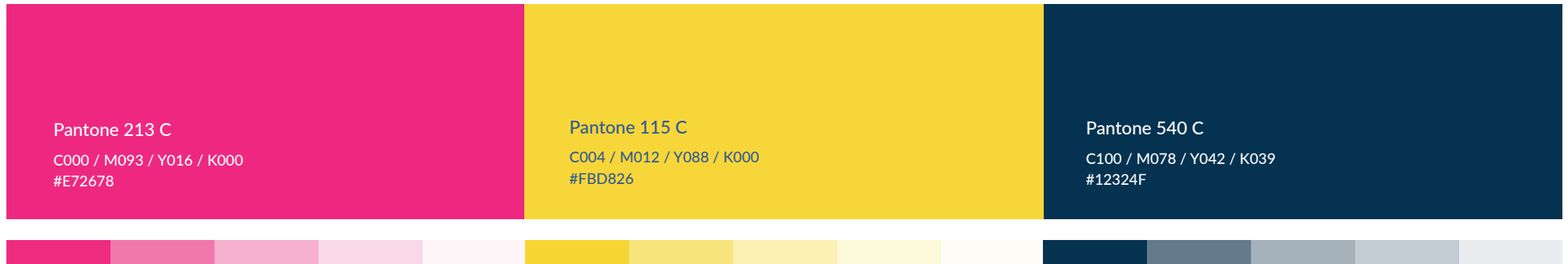
Primary Colours

Clean, Classic, Smart,
Serious, Airy.

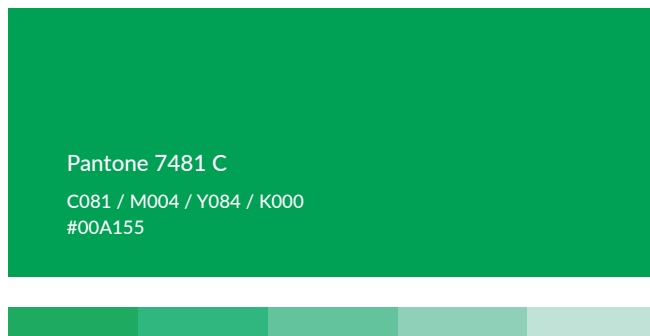
- Provides a neutral canvas and framework for the addition of secondary colour graphics and product images to pop!
- High text legibility combinations (white on blue, blue on white)
- Easy to iterate across all communications



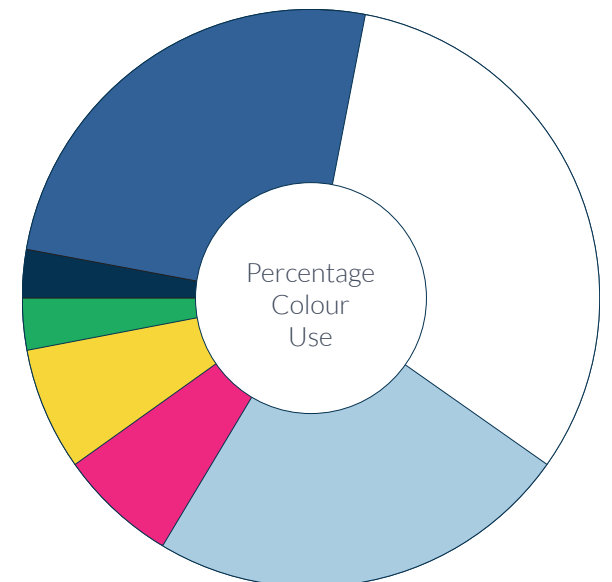
Secondary Colours



Accent Colour



- Secondary colours used in graphics, illustrations and images can really draw the eye and stand out on our primary palette
- Approximate percentage use of brand colours is illustrated by the colour wheel on the right
- Green is to be used only as an accent colour and more specifically when highlighting sustainability



Font

Lato

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

All weights

Light, *Light Italic*, Regular, *Italic*,
Medium, **Bold**, ***Bold Italic***, Heavy,
Black, ***Black Italic***

Type Colours

Pantone 4131 C
C075 / M062 / Y042 / K034
#444B5D

Pantone Cool Grey 6 C
C039 / M028 / Y027 / K007
#A3A7AA



Typography

Heading

Lato Black, Light Grey, 36pt, Line Height 43pt

Sub Heading
Lato Medium, Dark Grey, Blue, Pink, Yellow, 27pt, Line Height 31pt

Feature Paragraph/Sub Heading 2
Lato Light, Dark Grey, 21pt, Line Height 27pt

Sub Heading 3
Lato Medium, Dark Grey, 15pt, Line Height 19pt

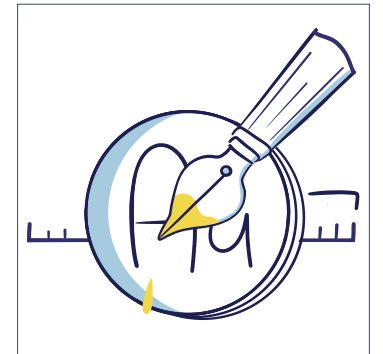
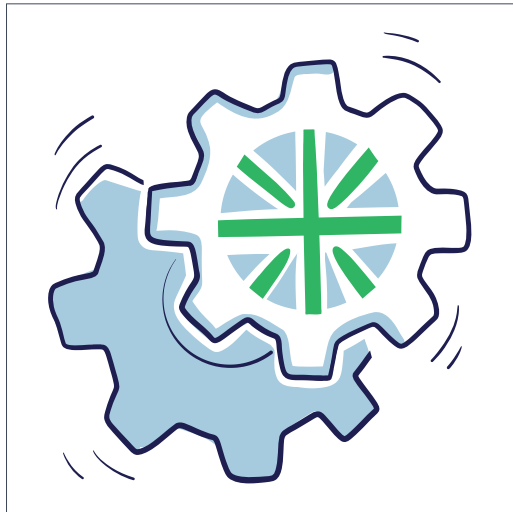
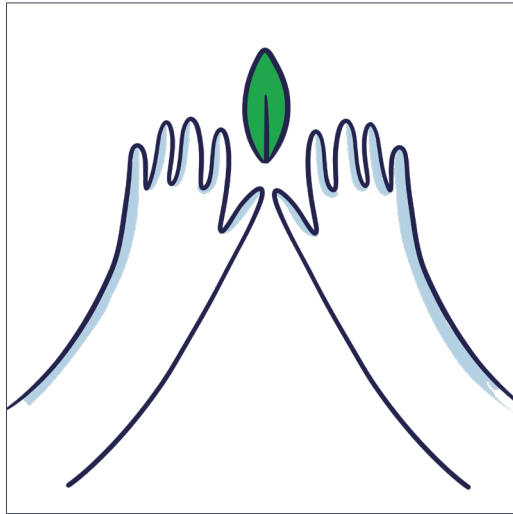
Body text
Lato Light, Dark Grey, 13pt, Line Height 17pt

Product description
Lato Light, Dark Grey, 11pt, Line Height 14pt

Product code:
Lato Medium, Dark Grey, 11pt, Line Height 14pt

Product code alt:
Lato Medium, Green, 11pt, Line Height 14pt

Illustration Style



Icons

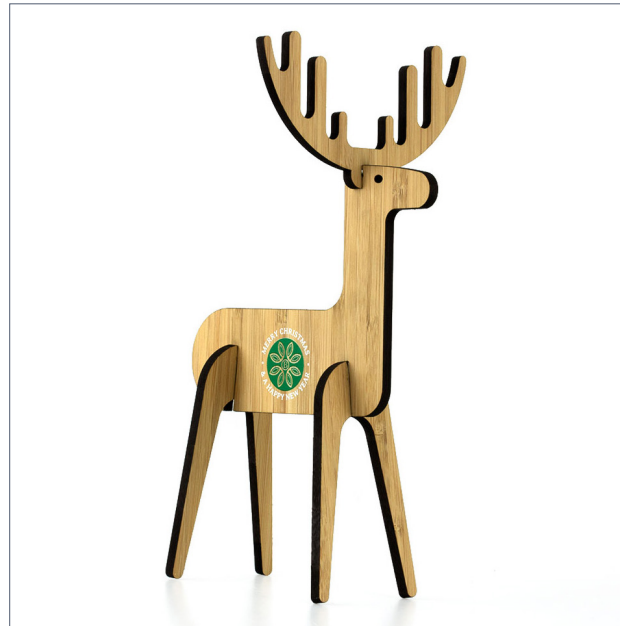
Unique, Exclusive,
Expressive,
Engaging, Human.

- Illustrations provide an engaging way to communicate our USPs and values
- These quality illustrations are bespoke and unique to our brand
- They add a human touch and lots of personality
- They are social media friendly and help us attract a younger audience
- They reinforce the brand colours and are versatile enough to use across print and online media marketing
- Similarly, icon images are quicker and more universal to understand.
- They provide additional quick reference information on all of our products and materials



Images

Product Photography



- Product photography should be high quality
- These images are for external customer use, websites, reference and specification sheets
- They should be kept as clean as possible on a white background
- Where possible and appropriate keep the product reflection to 'ground' the object in space
- A 3/4 perspective is normally the best to show front and side (material thickness)
- If the product has a fitting or feature on the back, both sides should be displayed in a composited image

Images

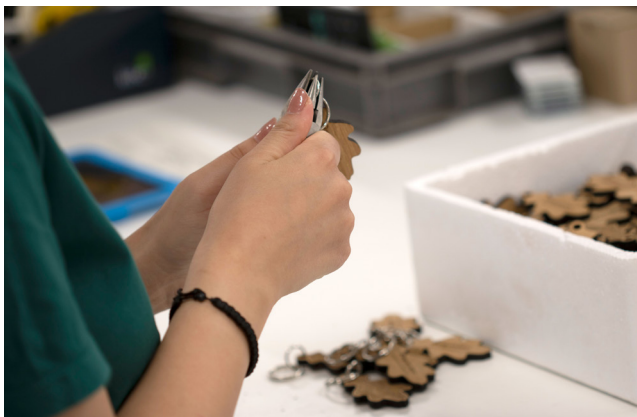
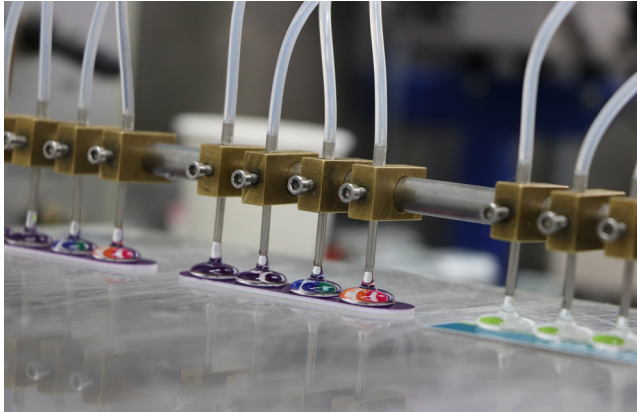
Photography - Marketing Collateral, Hero Product Images



- Product photography should be high quality
- Present the products as aspirational and convey something about our USPs: how it is made (British made, right here in our factory in Herefordshire) or what it is made from (sustainable material/s)
- Always use real products, prototypes or samples
- Make sure staging, props and context is aligned with and promotes our core messaging of 'better' and sustainable

Images

Photography - Marketing Collateral, Manufacturing Processes



- Photography should be high quality and real rather than staged
- Images should present the factory, team and equipment in a positive way
- Images can put a face to our team, reinforces our pride in British manufacturing and showcases the care and work involved in the making of our products.
- Always show real products, prototypes, samples and processes

Brand Application

Stationary / Workwear



wcma
we make things better

01885 490500
sales@wcma.co.uk www.wcma.co.uk
WCMA Ltd, Units 1-4 Woodend Business Park, Stoke Lacy, Herefordshire, HR7 4HQ
Registered Office: Watlington, Rainbow Street, Loomerick 1916 022 | Registered in England No. 1246111 | VAT Reg No. 942362914



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we make things better




Simon Adam
Managing Director
01885 490500
07896 100807
simon@wcma.co.uk
wcma.co.uk
Units 1-4 Woodend Business Park
Stoke Lacy
Herefordshire HR7 4HQ



wcma
we make things better

with compliments

01885 490 500
sales@wcma.co.uk www.wcma.co.uk
WCMA Ltd, Units 1-4 Woodend Business Park, Stoke Lacy, Herefordshire, HR7 4HQ



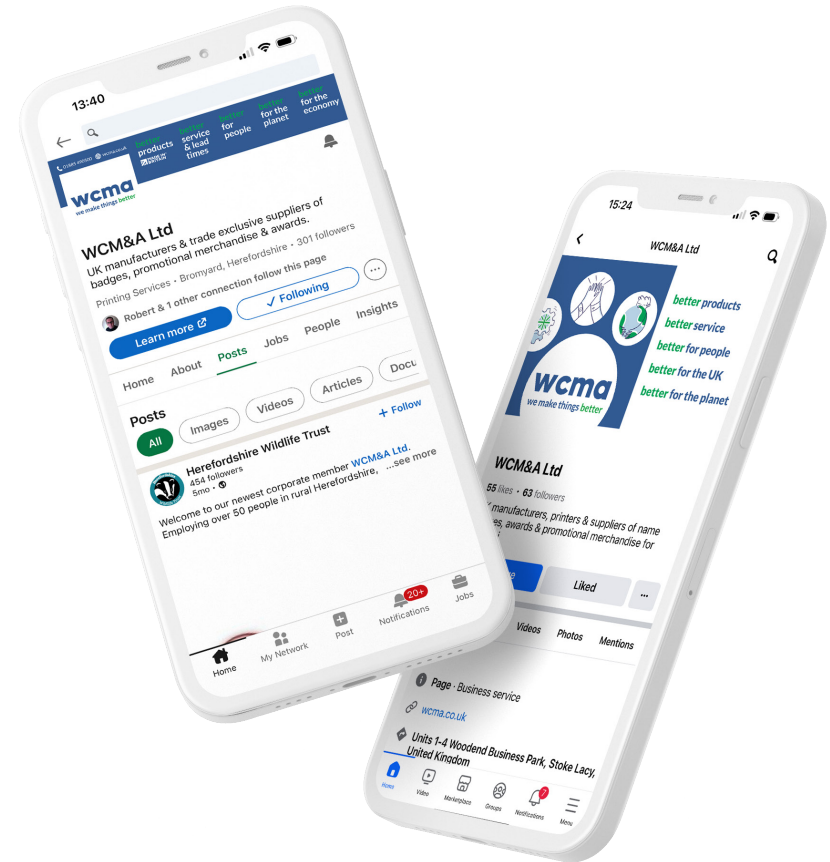
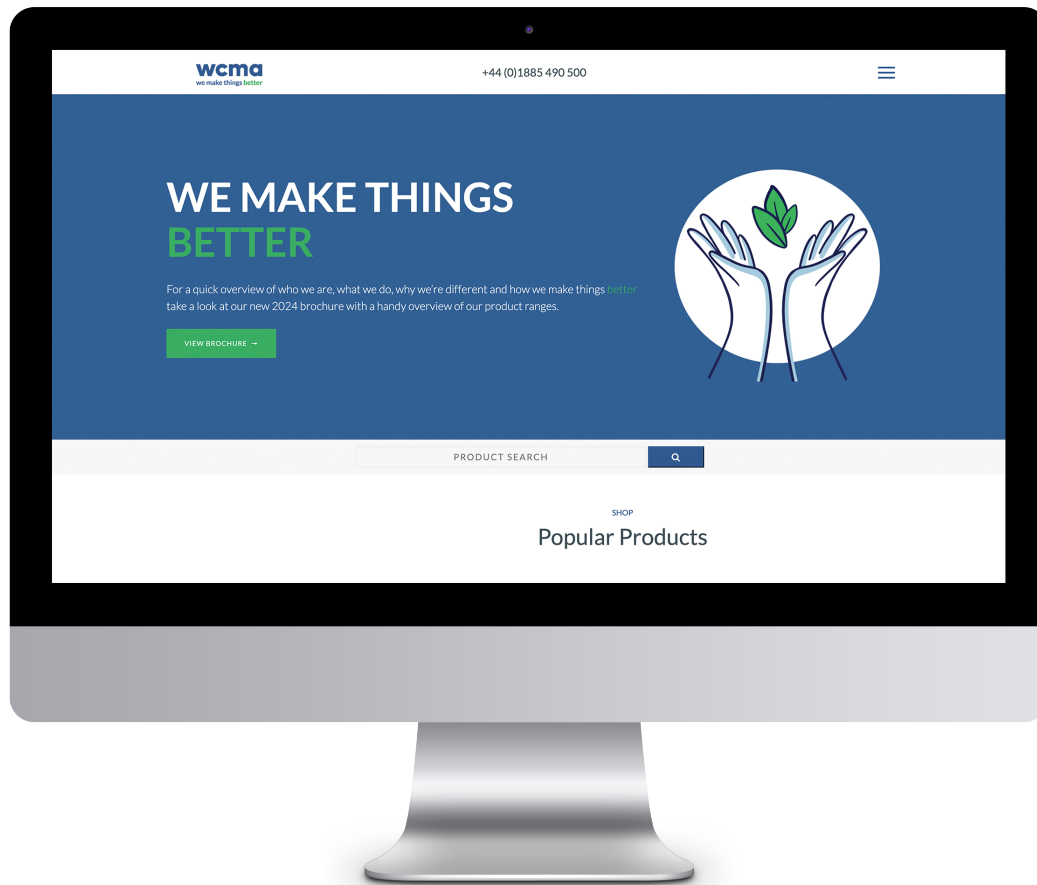
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Name Surname
Print Technician



Brand Application

Online & Social Media



Brand Application

Online & Social Media



Brand Application

External Comms - Exhibition Stand



7ft x 2ft 3 Panel Exhibition Stand
with 5 x Portable Product Display Counters (2 sizes)

Brand Application

External Comms



THANK YOU