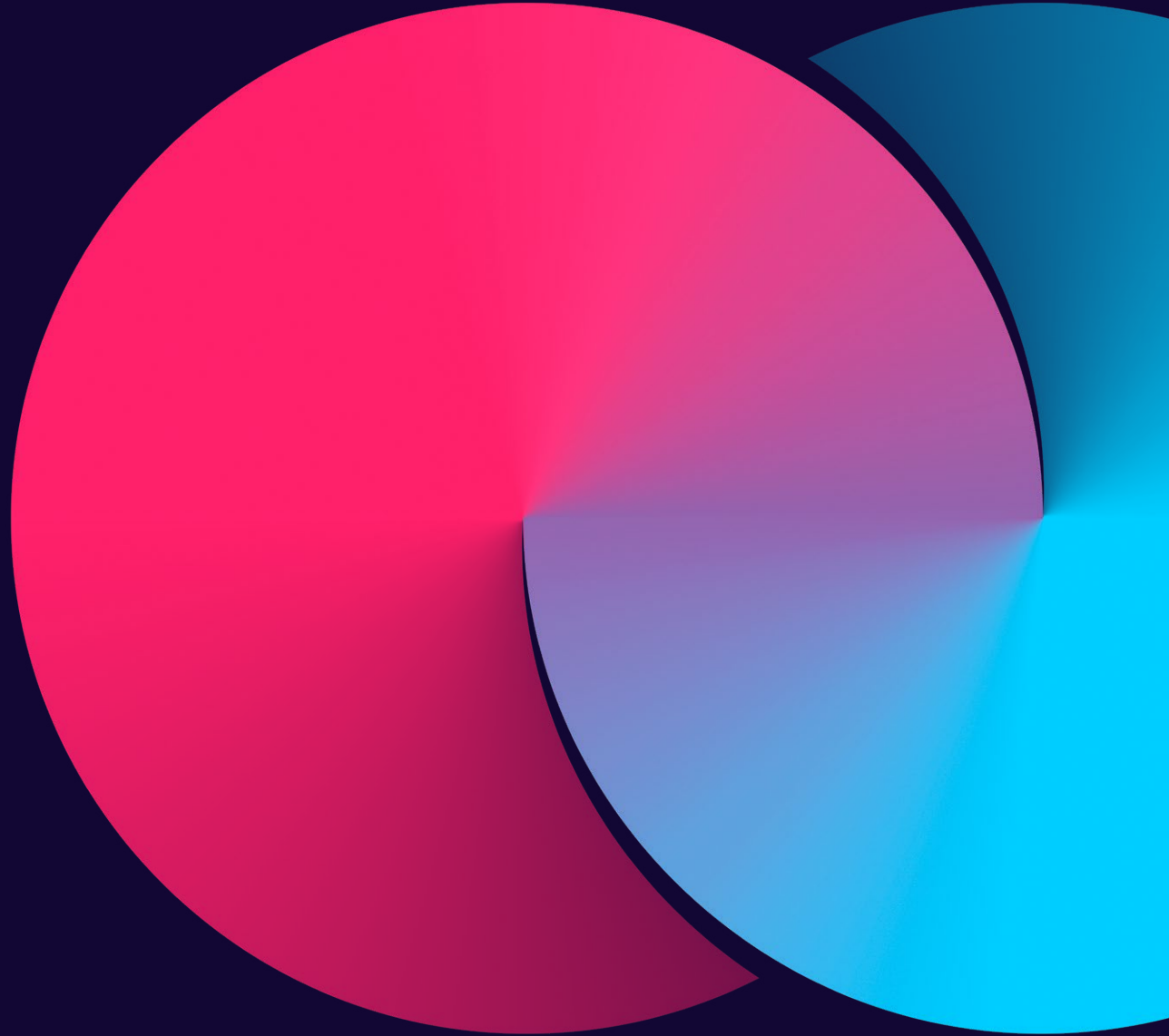


Collingwood

Brand manual

VERSION 1.5 · FEBRUARY 2026



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Brand principles



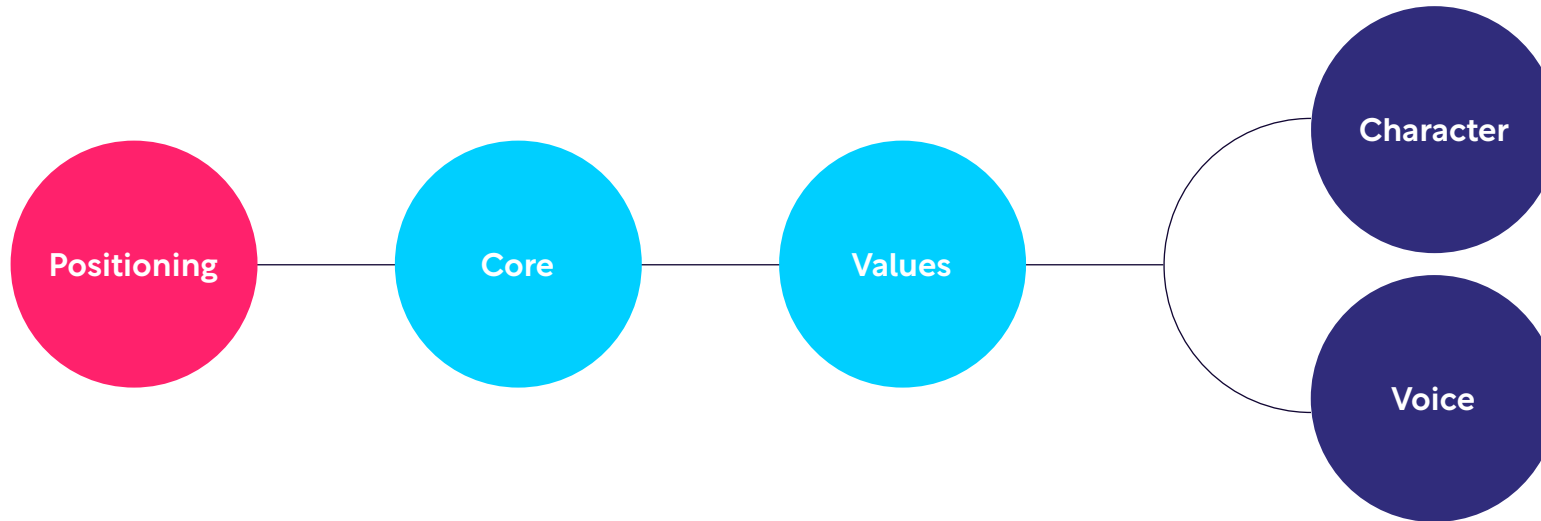
Introduction

WHY

WHO AND WHAT

HOW

BRAND PERSONALITY



This is our reason to exist as a company. It's our motivation. It informs everything.

Collingwood's positioning and its purpose is to create and realise value.

Driven by our purpose, this is a simple statement to capture who we are.

Our core message is: We are the only growth, value creation, and M&A advisory that is purpose-built to take information, media, and events businesses on a complete journey through scaling up to sale.

Our values are a reflection of our culture. They set out how we go about trying to meet our core and fulfil our purpose.

Collingwood's values describe ways of working. They focus on a set actions and operate together.

Our character and voice are the manifestation of our brand. They are our brand personality. They are informed by our purpose, our core and values, bringing to life the look and sound of the company brand.

Collingwood's character and voice are paired:

Bold – Dynamic
Reassuring – Anchoring
Trustworthy – Resonant
Current – Refreshing

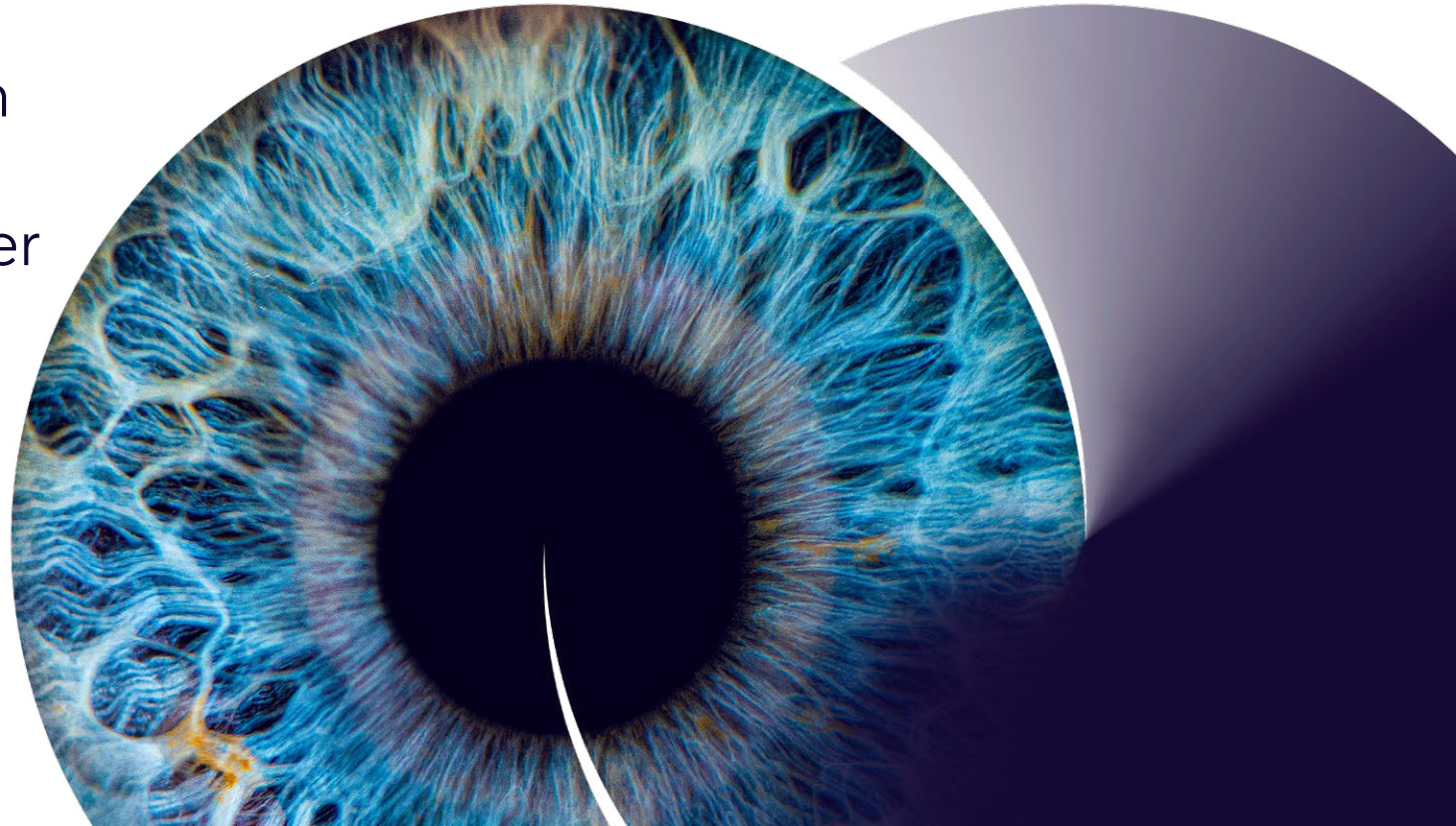
Positioning

Create and realise value.

Core message

We are the only growth, value creation, and M&A advisory that is purpose-built to help information, media, and events businesses create and realise shareholder value.

Our unrivalled depth of domain expertise means we can help companies like yours grow faster and achieve transformational outcomes.



Values

Pursue impact.

Because we believe in helping companies create and realise value, we always aim to deliver a tangible impact. We work with clear metrics, direction and defined purpose. We collaborate with companies for which we can make a difference.

Demonstrate integrity.

Because we believe in doing right by leadership teams and their companies, we combine commercialism with a human touch. We're honest and forthright in our actions. We distinguish between growing and selling a business, never pushing a client to exit.

Champion curiosity.

Because we believe truly understanding a business is the starting point for making it better, we push ourselves and our clients to discover more. We are driven by the same entrepreneurial spirit as our clients. We ask the difficult questions that will bring about change. We listen to different perspectives.

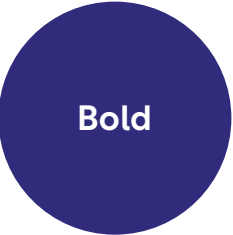
Adopt simplicity.

Because we believe in being pragmatic and clear, we present ideas without clutter. We help leaders create the structures that allow them to work on their business – not be upended by it. We offer practical advice that moves our clients forward.

Foster connection.

Because we believe in being collaborative members of a community, we bring the wider industry together where we can. We learn from the expertise of others and share our own.

Character



Bold

The ultimate impact we aim to achieve is to create and realise value. To do this, our brand must be bold: it acts with determination and demonstrates leadership. It helps offer direction through the strength of its experience. This boldness is backed up, and balanced, by our integrity, our drive to learn more, and the commitment to building strong networks.

What this means:

Assertive, Propelling, Brave

What this doesn't mean:

Unyielding, Disdainful, Dismissive



Reassuring

Our work is captured in our core: it is about giving advice. To be successful in this, the brand must show a sure-footedness, and often serve as a reassuring presence. Such reassurance is bound in logic and reason as well as a personable approach. As a collective, we reflect the entrepreneurial outlook our clients have.

What this means:

Encouraging, Assured, Confident

What this doesn't mean:

Cocky, Reckless, Antagonistic



Trustworthy

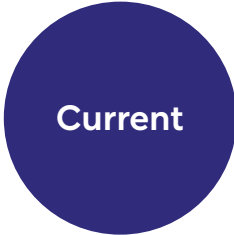
The work we do for our clients – helping to scale, grow, raise funds, sell parts or all of their business – demands that the brand build trust with them. Being collaborative and an active part of a community also requires trust. The brand is honest with clients about the risks they take: sometimes it dissuades; other times it encourages.

What this means:

Honest, Conscientious, Principled

What this doesn't mean:

Dull, Unimaginative, Timid



Current

The brand is proudly grounded in today. Transforming companies and lives, creating an impact, promoting collaboration – all of these activities mean engaging with the present. The brand wants to build an exciting future by being bold and visionary, not hark back to a previous age.

What this means:

Contemporary, Transformative, Original

What this doesn't mean:

Disrespectful, Trend-chasing, Conforming

Voice

Dynamic

As a brand that is bold and looks to lead, we use language that is charged with energy. Our words evoke dynamism, with the need to move forward and bring about change. We lean towards urgency without sounding as though we're hectoring.

What this means:

Vigorous, Galvanising, Impassioned

What this doesn't mean:

Bombastic, Chatty, Zany

Anchoring

In order to reassure, our words must create a sense of composure in the reader. This means that what we write as a whole must feel well-balanced and cohesive. We choose simplicity, and believe in being clear.

What this means:

Collected, Controlled, Calming

What this doesn't mean:

Scatty, Soporific, Confused

Resonant

To build trust with clients and partners, our words must resonate. What we say must boom, carry weight. As leaders, we aim to develop unique ways of expressing ourselves. We look for turns of phrase and a language that push the industry forward.

What this means:

Nonconforming, Imaginative, Emphatic

What this doesn't mean:

Peculiar, Wacky, Weird

Refreshing

Being focused on today, choosing simplicity: both demand that we are succinct. That we get to the point. We need to show our credentials to build trust, but we think twice about jargon so that we can be clear. We ensure that what we say makes sense.

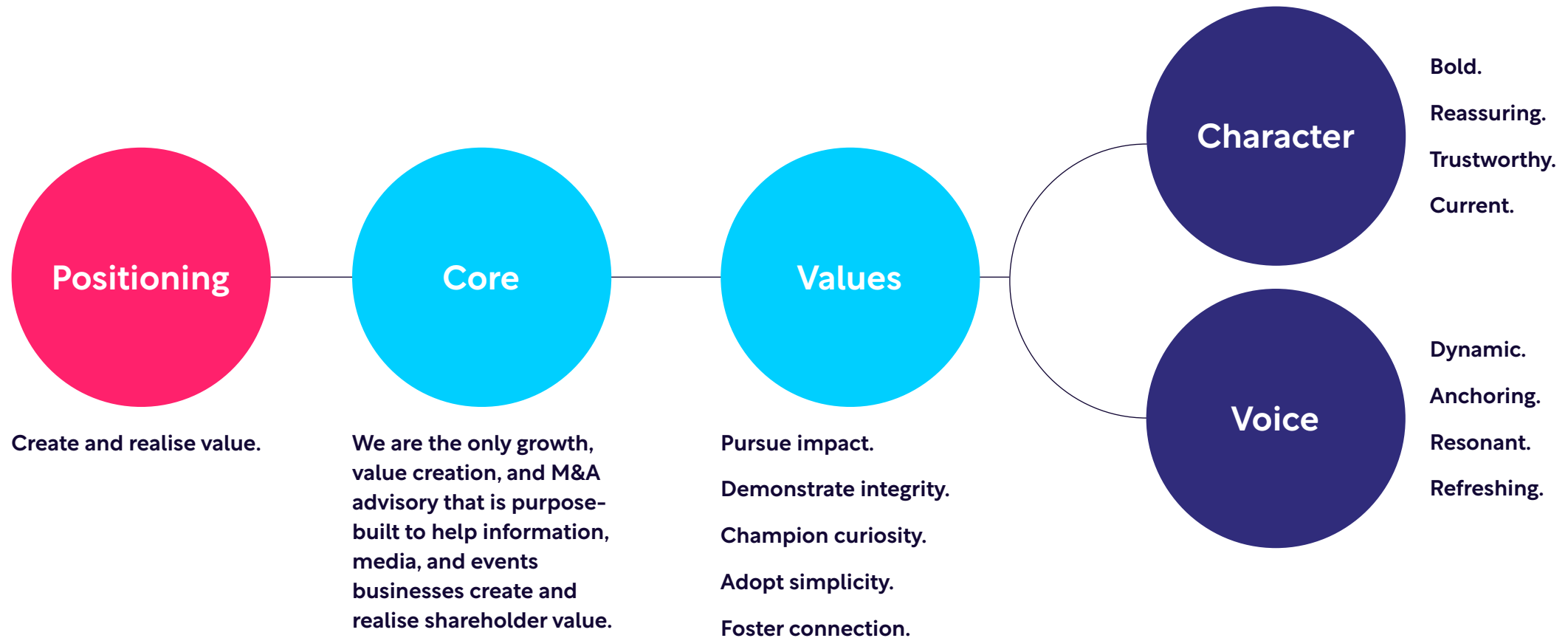
What this means:

Concise, Frank, Incisive

What this doesn't mean:

Longwinded, Dense, Vague

Brand principles summary



Value proposition and messaging



Brand story

Our mission is to create value, and change lives.

The problem we solve for ambitious business leaders is answering the question of what good looks like, and how to get there, faster.

We have witnessed companies leaving value on the table as they strive to grow. This is even more pronounced when selling or raising capital. We've learned the hard way. We started Collingwood to change that.

Since 2006, we've helped companies to focus on what matters, only the things that move the needle. Whether your goal is long term growth or planning for exit, we have the skills to help you succeed.

We do this through specialist expertise, through data and insight, through objectivity, through hundreds of years of collective experience, but always combined with sincere empathy. Building a business is hard.

We bring our independence and our integrity, and deliver advice that is simple and to the point.

Our promise is to help owners and leaders of information, media, and events businesses create and realise maximum value.



Value proposition and messaging

Value propositions are designed to capture an internal view of what the company does, who it does it for, what main need it serves, who the company is 'unlike', and how it is different from others.

You'll find the value proposition [here](#).

The value proposition is then used to develop the core messaging, which contains:

- Positioning
- Core message/Who we are
- What we do
- How we do it
- Benefits and proof points.

Everyone in the business is a brand ambassador and should be able to speak to our core messaging. The most updated messaging can always be found [here](#).

COLLINGWOOD CORE MESSAGING

Who we are:

We are the only growth, value creation, and M&A advisory that is purpose-built to help information, media, and events businesses create and realise shareholder value.

Our unrivalled depth of domain expertise means we can help companies like yours grow faster and achieve transformational outcomes.

What we do:

We help our clients create and realise value. We know what good looks like, which levers to pull to get there, and how to avoid pitfalls and delays along the way.

We've been in your shoes, understand what it takes to build a valuable business, and help you focus on what matters most to get you to your goal.

Being in constant dialogue with buyers and investors means we know how they think and operate, and how to secure the best deal for your business.

How we do it:

We are singularly focused on helping you make your company more valuable. We deliver this through our proven methodology, pragmatic, first-hand advice, and deep sector knowledge.

At its core is our Value Creation Benchmark, an in-depth appraisal that uniquely assesses the key drivers of business success — from market and product leadership to quality of earnings, governance, and profitable growth.

Our experienced transformation and corporate finance experts work in partnership with you throughout your growth journey to execute the value creation plan. This powerful combination gets you where you need to be — faster and with greater certainty.

Benefits:

- Reach your goals via the quickest route with greater certainty
- Maximise the value of your company



Our messaging

This document is a source of truth for what we say about Collingwood. It highlights who we are, what our offering is, and the themes we use to engage our clients.

Who we are

Both who we are and what we do are captured in our core statement:

We are the only growth, value creation, and M&A advisory that is purpose-built to help information, media, and events businesses create and realise shareholder value.

Ideal customer profile

Our ideal customers are independent UK- or US-based, B2B information, media and events businesses with revenue of more than £5m who are seeking to scale and achieve a £20m+ capital event within 18-36 months.

Growth, value creation and M&A:

These are the three areas we focus on with clients in the complete Collingwood journey.

'Advisory'

Our work is about giving honest, direct advice to people about creating and realising value for their information, media or events business.

'Purpose built'

Collingwood was designed from the ground up to do what we do.

'Information, media and events'

As a company, our roots are in the media industry. Our founder, board and most of our senior management team come from that world.

We focus on three broad practice areas: subscriptions and business intelligence, digital media and marketing services, and events.

We don't work on TV, broadcast, journalism or other areas that might be commonly referred to as 'media businesses'.

Value propositions: Advisory

SCALEUP

Build a more valuable business

You're trying to scale. Building a business is hard. The same challenges keep coming up.

Or maybe you're already thriving but just want to go faster. We help you make the critical breakthrough. We tailor our support around you. You gain a platform of knowledge, draw on expertise that's been built over decades. You'll create structures that allow you to grow your business, and its people. It's the fresh perspective you need to achieve the difference.

It's the push from being a great leader to becoming an exceptional one.

Scale your business and create more value.
Scale with intent.

VALUE ACCELERATION

Our Value Acceleration advisory helps you answer the tough questions and make those critical decisions at the right moment, through pragmatic, evidence-based strategic advice.

Common needs range from optimising positioning, increasing market penetration, gaining clarity on the right product, service, or market to focus on, or how and when to launch or acquire. Our proven operator experience and deep sector expertise means we can quickly identify the issues and opportunities and deliver the right approach to drive value.

We provide the frameworks and advice required to align management teams around a shared goal, gain clarity of the right direction to take, and how to implement and drive change in the real world.

We help you focus on what matters most to accelerate your value creation journey and get to your goal – faster and with greater certainty.

Our unique blend of operator experience and corporate finance expertise, which leverages our proprietary insights and real-world deal experience, means we provide value creation and growth strategy advice that will demonstrably transform the value of your business.



Value propositions: Corporate Finance

CORPORATE FINANCE VALUE PROPOSITION

Sell at a greater value

Your goal is to sell your business or raise investment.

We're here to turn a good deal into one that astounds. Here to make sure it's the right buyer for you.

We can because we know how buyers think. And buyers know us as the specialists who partner with outstanding companies.

We deliver because we've built, grown, run, sold, and bought many businesses ourselves.

We do it with a passion and integrity that comes from being deeply rooted in this sector.

Our difference is we work for you. Not the market, not the buyer. Just you.

We're unique in being independent. We understand that signing the deal is a point in an ongoing journey.

We ensure your company remains in good hands.

Experience and approach

EXPERIENCE

What is it like working with Collingwood?

Energising

The experience is meant to give energy and vigour. It's engaging and stimulating. It will motivate you to take action. The focus is on making decisions that make a difference.

Rigorous

We give clients insights that have been built on decades of experience. We are known widely in the sector for our rigour – our clients have done suitable work to grow and are ready for a sale

Supportive

It's about us helping you find the best way forward. We are entrepreneurs too so understand the challenges you're facing. We act with a spirit of guardianship throughout always keeping your interests and that of your business front and centre.

Honest

Being independent means that we are direct and sincere with you. If we believe in the risks you're taking, we'll back you fully; if we don't, we'll say so and back it up with clear reasoning.

APPROACH

What does the work involve?

We don't have a single way of working with people. Everything we do depends on the client and what they need. We do, however, have certain areas of work we make sure we get right.

Understand

We take the time to get to understand you and your business, and articulate its value. The goal is to know what good looks like for your business.

Plan

We create plans and strategies that are well-considered, informed by the expertise we have built and the knowledge of what the market values.

Build

We know you've invested a lot in your products and services. We'll help you take them to the next level. We'll also support you in creating the foundations that will underpin your future growth.

Raise

We work with you as you're raising capital and trying to grow. Our lengthy experience in the sector means that we understand what matters to investors. We'll help you prepare so that your business is well-placed to attract the right investment. We work with clients across all their capital events. Our role is to help you prepare for these – we know what investors want and will set you up to ensure you get the most from investments.

Sale

We will help you get the best possible sum and find the right buyer. A sale is only a point in the journey. We're here to ensure you leave your business in the right hands and create a legacy you're proud of.

Voice, tone and writing guidelines





Writing checklist

Here are 7 points to consider when writing:

- 1 Be clear on who you're talking to – is it a long-standing client, a potential client, a partner, a community member or a combination?
- 2 Consider the breadth of our voice: dynamic, anchoring, resonant, and refreshing.
- 3 Give your audience a compelling reason to read what you've written.
- 4 Give your audience a clear outcome and a call to action.
- 5 Think twice about the jargon you're using: is it a term/phrase that your audience understands or is there a simpler way of expressing what you want to say?
- 6 Does what has been written feel unclear, grey or a slog to get through? That could be a sentence, a paragraph or the whole piece.
- 7 Consider the channel or medium in which you're writing and modulate your tone for it.



Voice dos and don'ts

Dynamic

Do:

- Inject what you're writing with energy
- Think about where, and how, best to get the passion of what we do across
- Aim to urge the reader towards wan action

Don't:

- Shout or hector
- Use hyperbole or too many exclamation marks
- Swear
- Be cold

Anchoring

Do:

- Always aim to be clear
- Talk to the reader as an equal and assume them to be smart
- Think about whether what's been written is coherent (especially when more than person has been involved in writing it)
- Express confidence
- Give facts and evidence

Don't:

- Fall into the trap of settling for copy that's a grey muddle
- Be arrogant or falsely modest
- Talk to the reader as though they're your best friend or patronise them
- Obfuscate, hide, or be convoluted in what you're saying
- Leave the reader confused

Resonant

Do:

- Talk to the reader directly: use 'you'
- Break up text to give a sense of pause
- Try to be imaginative in how you express an idea

Don't:

- Ignore the audience's needs and problems – think about how we are trying to solve these
- Give preference to the writing over the outcome – the focus of what we write is to encourage people to trust Collingwood, not to relish in our style for its own sake
- Attempt gimmicks

Refreshing

Do:

- Keep it simple and succinct
- Get to the point
- Think about how we can improve on the way the current industry speaks

Don't:

- Write overly long sentences or large paragraphs
- Waffle
- Be vague



Voice and tone

Voice and tone capture what we sound like when we're writing as Collingwood.

Our **voice** is part of what makes us unique. Our **tone** is how we adapt our voice for different circumstances. These may be: who we're talking to, what we're talking about, where we're talking, the action we want people to take.

Our voice always remains the same; our tone changes to fit the context. They work together in our communications with our audience and are important for the company to connect with that audience.

[See p9 for more details of our voice](#)

Why these guidelines?

We have an agreed voice for two main reasons:

- to offer a distinctive brand to our audience that stands apart from our competitors
- to be consistent across our copy

It's hard for several people in any company to have a single coherent style. These guidelines are to help with that. Having these in place doesn't mean that we should be automatons. We simply want to be consistent in what we say and how we say it.

It is also important that what we write sounds human: often when several people are involved in crafting a document, it can end up sounding grey or muddled. When this happens there are two questions to ask:

- Does this sound like what's in the guidelines?
- Does this sound like a person wrote it?

Tone

Our tone can shift depending on where we're speaking – for example, the difference between responding to a social media post and announcing an important bit of news. This is about understanding our audience's needs at a particular moment.

We dial up or dial down depending on the situation. Throughout all of this, it's important that we sound like people.

Here are two scales always to consider in getting our tone right for the context:

Informal – Serious

Matter of fact – Impassioned

Here are some scenarios to consider.

Promoting Collingwood

It's important we're able to balance conveying our experience and technical expertise with the fact that we are people with a strong drive to work with founders and leadership teams. We don't use language that underplays our achievements but we are also careful not to sound arrogant.

We lean towards the impassioned here. On social media we can afford to be more informal and relaxed while in our 'how-to' guides and announcements we are more serious.

Encouraging action

This could be about guiding people towards becoming clients, signing up for an event or simply reading more.

Our tone reflects our approach to new business, which is about making the process feel conversational rather than a hard sell.

Giving practical information

We aim to give information in as clear and concise a way as possible. We offer the right amount of detail without embellishment.

With this, we tend towards the matter of fact and serious. This could be about how to sign up for a webinar, ways of getting in touch, or details about transactions.

When it's going well

We can afford to be more informal and impassioned, for example: when we have won a new client, we have a new service to offer, or in regular comms such as newsletters and blog posts.

When it's not going so well

We dial up the serious and formal when something has gone wrong. This could be when we've made a mistake that has an impact on clients and we have to own up to it – we may have lost someone's details or sent out a mass email incorrectly.



Channel and audience

KNOW THE CHANNEL

Where the copy is being published is important because there's a balance between formality and informality to strike depending on the platform.

Website: must get across as clearly and concisely as possible, who we are, what we offer and what we stand for. This is where our audience is likely to go most often to get a view of a brand identity and voice. It's most crucial that this expresses our values and voice most closely.

How-to guides: A bit like the website, these are important evergreen texts that reflect us closely. We can use humour but be wary of sounding slapdash. Also if we're too dry, we lose people's attention.

Newsletters: we have lots of scope here to be informal and impassioned.

Social media: think about the audience for the different platforms. Customers, partners and future colleagues may look at these to get a sense of our actual culture as a company. Do we post a lot? What kinds of topics do we post about? Who and what do we celebrate?

Blog and articles: here we have the most scope to express our styles as individual members of a broader team. While we should keep the overall voice in mind, we have more freedom to experiment.

Press releases: this is a formal piece of writing with a set format and structure. It needs to be written in a specific way.

KNOW YOUR AUDIENCE

Be aware of who you're talking to in what you're writing and why you're talking to them.

This could be:

- A customer
- A partner
- A potential colleague
- All of the above (e.g. if it's copy being published in one of our main channels)

Think about whether they're technical or not. Will they understand the jargon you're about to write or is it better to use a more everyday word? Don't patronise them or talk down to them but don't assume they already know everything about what you're about to say.

Pitch what you write with an understanding of who you're writing for.

Consider how well they know Collingwood and act accordingly:

- They don't know us at all – e.g. this could be a cold email, site, or piece of marketing. Think about how we can express Collingwood's voice to get them interested.
- They're a new client – we should keep them interested and reinforce why Collingwood was a good choice.
- They're a long-standing client – they know us yet still need us to remain consistent.



Considerations

RECOGNISE THEIR PROBLEM

Always think about solving a problem for the audience. What haven't they been able to do? What do they want to do?

That problem could be about many things including:

- Learning more about what we do
- Knowing why our offer is worth paying attention to
- Gaining basic info such as how to get in touch with us

CONSIDER WHY THE AUDIENCE SHOULD CARE

Our audience is already bombarded by material all the time, on so many platforms. Their inboxes are clogged, companies are constantly selling to them. Their time is limited. They'd probably rather be doing something else.

Given they probably only have a few minutes or a few seconds, think about how best to keep them interested. This isn't about doing anything flashy or sneaky – quite the opposite – but about getting across what you want to say in a meaningful way.

We care about Collingwood. Members of our audience probably don't, so think about why they should give us their attention and care.

Before writing something you'd like someone outside Collingwood to read, consider these:

- How can I best put myself in the audience's shoes?
- Why should that person read what I'm about to write?
- Why would they go past the headline or subject line?
- Why would they read this to the end?

GIVE READERS A CALL TO ACTION

Think about exactly what you want the reader to do next after reading your copy. Be specific. Is it to click through to a page? Or to call someone at Collingwood? Send an email?

Make it extremely easy for that person to complete the CTA. Consider what demands the least effort on their part.

BE SENSIBLE

Try reading what you just wrote out loud. If it sounds like something you might say, then well done, you just nailed it. If it sounds robotic, you might need to rethink it.

If you find yourself writing something ugly for whatever reason, just keep it simple.

Don't overthink it. This is a guide.

Ask someone.

Draft, edit, draft.



Writing examples

Example 1

We write like this:

We support you in accelerating your growth – at each stage of your journey. You'll fulfil the opportunities that matter and avoid the mistakes made by growing businesses.

Not like this:

Our tailored support for each key stage of your scaleup journey will accelerate your growth, as you realise the opportunities with the biggest potential and avert the failures commonly faced by growing businesses.

Why?

- As much as possible, try to put the client at the centre
- Focus on the outcomes that the client is achieving
- Break up the thoughts so the reader has the space to breathe and take in the ideas expressed
- We try not to use too many adjectives and adverbs.

Example 2

We write like this:

Typically, it takes 6-9 months to sell an events or media business. This can be a punishing process for the CEO and management team. It means preparing data for the sale documents, due diligence and legal negotiations. It affects daily business at the wrong time: when a buyer wants to compare everyday trading with what's been forecast.

Not like this:

With a typical sales cycle of just 6-9 months for an events or media business, it's a process which will consume the CEO and management team: first with preparing data for the sale documents, then with due diligence and legal negotiations. It will affect the daily running of the business just at the moment when a buyer is asking to see regular trading updates against forecast.

Why?

- Call on emotive language when we mean it.
- Aim for being concise but not at the expense of saying what we mean.
- Look for ways to give pause to readers.



Writing examples

Example 3

We write like this:

We help you grow the value of your business. You'll build strategic plans, develop your core products and improve your sales structure. You'll prepare to sell.

Not like this:

We break down the value creation process into programmes to develop your core products, optimise your sales structure, build strategic plans and ultimately prepare for sale.

Why?

- Identify what the end result is in the work we do for the client.
- Aim to be direct and concise.

Example 4

We write like this:

We start with your business. We value your company using proven methods and our media expertise. Then we find potential buyers that would be a good fit. We craft a compelling sale story and refine your financial model. We make you sale ready.

And not like this:

Starting with a company valuation based on our proven methodology and deep knowledge of media, we then profile and engage potential buyers, craft a powerful sale narrative and optimise your financial model, to get you sale ready.

Why?

- It's about the client's business.
- Focus on the outcomes that the client is achieving.
- We break it up so the reader has the space to review and pause.
- For common words that aren't technical, we go for the simpler alternative, e.g. 'method' over 'methodology'.

Visual identity



Dynamic
Galvanising
Bold

Collingwood's brand principles and value propositions contain contrasting qualities.

This visual identity expresses how Collingwood combines these contrasting qualities, to create a result which is greater than the sum of its parts. This is what makes Collingwood unique, and is what enables us to transform value for our clients.

These contrasting elements can also be used to represent the two core business lines, Corporate Finance and Advisory: more controlled for Corporate Finance and more dynamic for Advisory.

Controlled
Trustworthy
Anchoring

Logo

Collingwood

CORE LOGO

Collingwood

WHITE LOGO
FOR USE ON DARK BACKGROUNDS

Collingwood

BLACK LOGO
FOR USE WHERE COLOUR REPRODUCTION IS NOT AVAILABLE
OR NOT APPROPRIATE (E.G. WITHIN A GRID OF OTHER LOGOS)

Logo usage

CLEAR SPACE

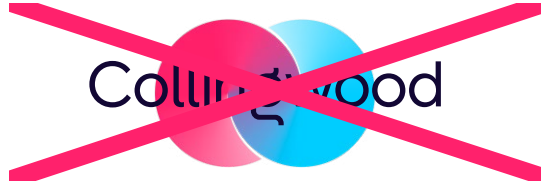


Leave clear space equivalent to the height of the 'o' around all sides of the logo.

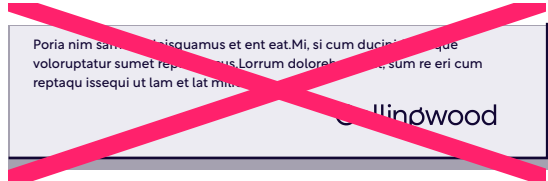
LOGO SIZE AND POSITION

Consider the situation and other elements on the page when sizing and positioning the logo. For example on presentation covers it may be appropriate to place the logo in a dominant size and position towards the top of the page. Or if using the logo as a signoff on an ad, then it should be smaller and be featured towards the base of the page.

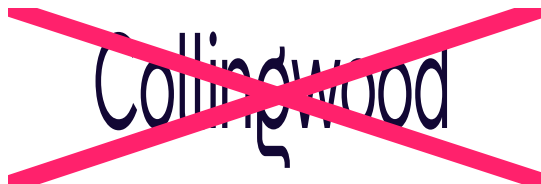
USAGE GUIDANCE



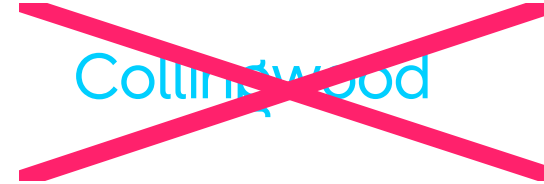
Don't combine the logo in a lockup with the brand icon/brand graphic.



Show confidence in the brand and don't overuse the logo - for example don't create visual clutter by including it on inner pages of documents.



Don't distort the logo.



Don't change the colour of the logo.



Don't use the logo within headlines or other text – in these instances simply type out the Collingwood name as normal.



Don't place the logo onto overly busy backgrounds.



Don't rotate the logo.

Typography

CORE TYPEFACES

For use in core materials such as website, annual reports and social media graphics

Large headings

ABCollingwood

ARCHERON HEAVY

Small headings

ABCollingwood

ROTUNDA BOLD

ABCollingwood

ROTUNDA LIGHT

Body text

ABCollingwood

ROTUNDA REGULAR

ABCollingwood

ROTUNDA LIGHT

FREE ALTERNATIVES

For use where Archeron and Rotunda are not available

ABCollingwood

SOURCE SERIF BLACK

ABCollingwood

DM SANS MEDIUM

ABCollingwood

DM SANS

ABCollingwood

DM SANS LIGHT

MICROSOFT WEB APP ALTERNATIVES

Microsoft standard fonts for use only in documents which need to be created or edited with the online versions of Powerpoint, Excel or Word

ABCollingwood

GEORGIA BOLD

ABCollingwood

CENTURY GOTHIC BOLD

ABCollingwood

CENTURY GOTHIC

STANDARD MAC/PC ALTERNATIVES

For use where fonts cannot be embedded in materials, e.g. emails

ABCollingwood

GEORGIA BOLD

ABCollingwood

LUCIDA SANS

ROTUNDA: AVAILABLE FROM FONTS.ADOBE.COM AND FONTSRING.COM

ARCHERON: AVAILABLE FROM FONTSRING.COM

SOURCE SERIF AND DM SANS: AVAILABLE FOR FREE DOWNLOAD FROM FONTS.GOOGLE.COM

CENTURY GOTHIC: AVAILABLE AS STANDARD WITH MICROSOFT OFFICE SOFTWARE, OR TO PURCHASE FROM MYFONTS.COM

GEORGIA AND LUCIDA SANS: INSTALLED AS STANDARD ON MACS AND PCS

Colour

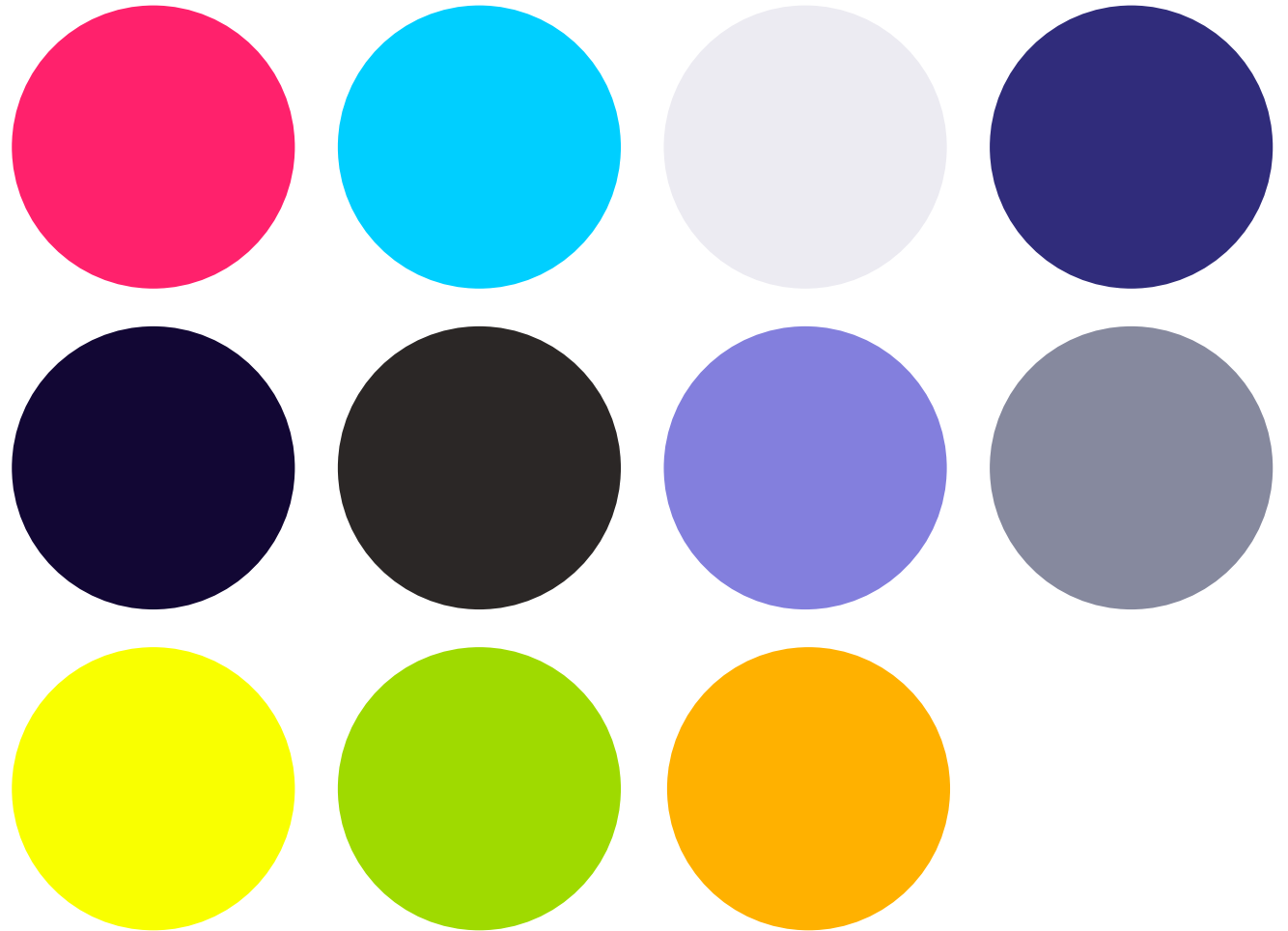
WHAT COLOURS TO USE, WHEN

Core colours (the Bold Blue and Dynamic Red): use freely and for most headings, diagrams etc. Aim to balance the amount of blue and red on any given page / sheet / slide. Use across all brands.

Secondary colours: use freely, but usually for secondary text and elements.

A key secondary colour: our standard 'normal' text colour is Charcoal – #2E2B2A. This can be used across all palettes and is the default for text in charts, tables etc.

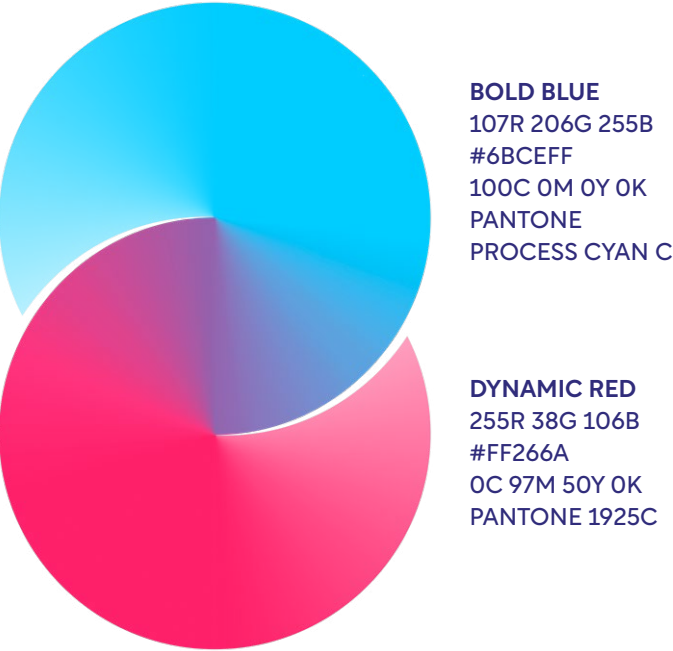
Supplemental colours: Use only in charts, diagrams and infographics. Use sparingly.



Colour palette

Core colours

Aim to achieve an even balance of red and blue overall across each document or suite of materials.

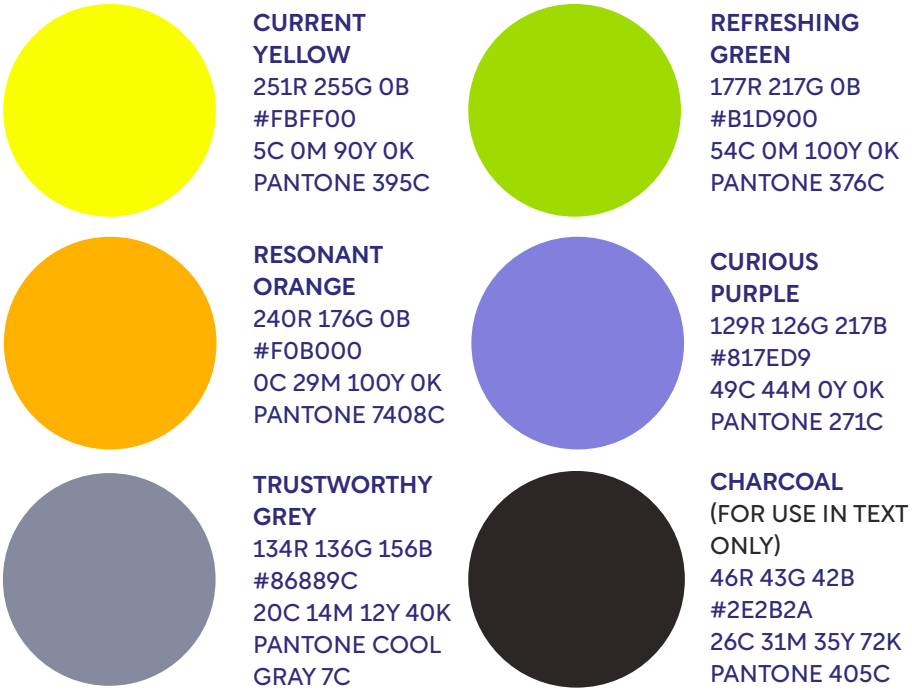


Secondary colours



Supplemental colours

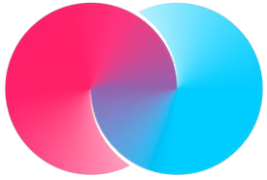
For use primarily in text, charts, diagrams and infographics.



Tints

Our colours should be used at full strength where possible. Tints of 25%, 50% or 75% of our colours may be used in situations where this is not feasible.

Brand icon and brand graphic



Icon

The icon can be used as an identifying device where the use of the logo is not feasible, such as social media profile images or favicons (the icon which appears next to the URL in website browser windows).

It should not be combined with the logo.

Do not alter the colours of the icon.

Do not rotate or distort the icon.

Brand graphic

The icon can also be used as a brand graphic.

As a brand graphic, it should be used big and bold within the composition.

The brand graphic or icon should not be combined with any Collingwood logos as a lockup.

The brand graphic may be flipped or rotated through 90°, 180° or 270°.

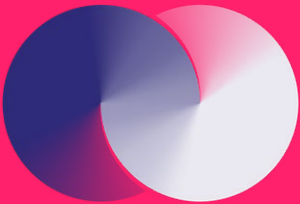
Crop into the brand graphic and have it bleed off page edges to provide scale and impact within layouts.

Short pieces of text can be added on top of the graphic.

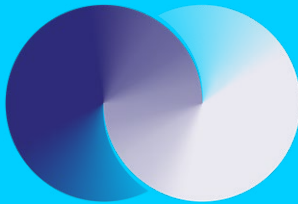
Brand graphic usage

The brand graphic is available in a variety of colourways for company materials. Each colourway is intended for use on specific types of background colours as shown here.

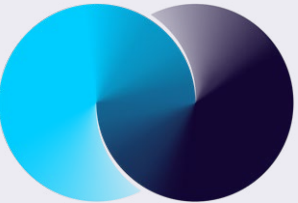
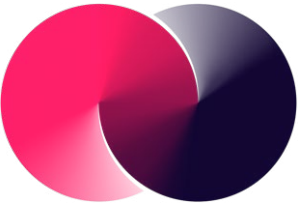
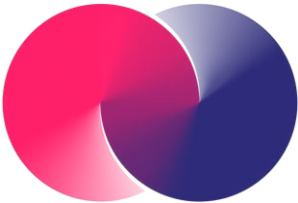
Dynamic Red backgrounds



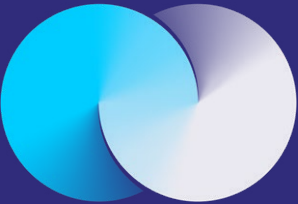
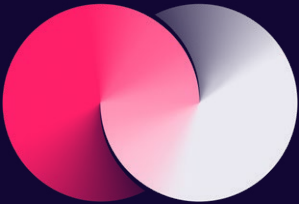
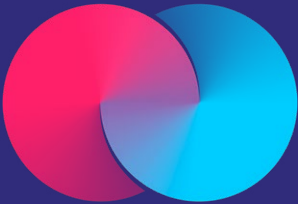
Bold Blue backgrounds



Light backgrounds



Dark backgrounds



Brand graphic with images

Images may be placed into the brand graphic to add meaning and visual interest. This should only be done selectively, for example on cover images, ads or divider pages. Images can be placed in the ways shown below.



Image on one side

These options work well when a headline or pull quote is placed into the other side of the brand graphic.



Image placed centrally



Masked image placed centrally

This option works well when a headline or pull quote is placed into one or both sides of the brand graphic.

Image treatments

Three image treatment options have been developed, so that images can be combined harmoniously with the brand colours.

Transform your business



Transform your business



Transform your business



Transform your business



Natural colours

This is the preferred option for images for general use.

If combining images, they may need to be colour corrected so that they sit well alongside each other.

Reduced saturation

This option works well against Bold Blue or Dynamic Red backgrounds.

Only use this treatment where bright colours are used elsewhere on the design.

Duotone

Use the Dynamic Red or Bold Blue options for a stylised, graphic look. Be cautious of using it with imagery of people or of the natural world, as it has an artificial effect.

Brand photography

The images on this and the following page have been selected to represent aspects of the Collingwood brand.

The images have been organised by theme indicating which aspect(s) they represent.

They can be used for materials which specifically refer to these qualities, or to accompany general corporate communications which require an image.

Transformation



Dynamic and controlled/anchoring



Brand photography

Dynamic/refreshing/bold



Anchoring/controlled



Photography - general use

Photos for general use should use natural lighting, appear unposed and be shot in suitable real-world locations.

Photos of people should be inclusive – include people of different ethnicities, genders, ages and disabled people.

General use photography should provide warmth and an emotive, human touch to materials.

Avoid over-used business clichés and metaphors such as shaking hands, chess pieces or jigsaws!

Avoid composite and heavily montaged photo effects.

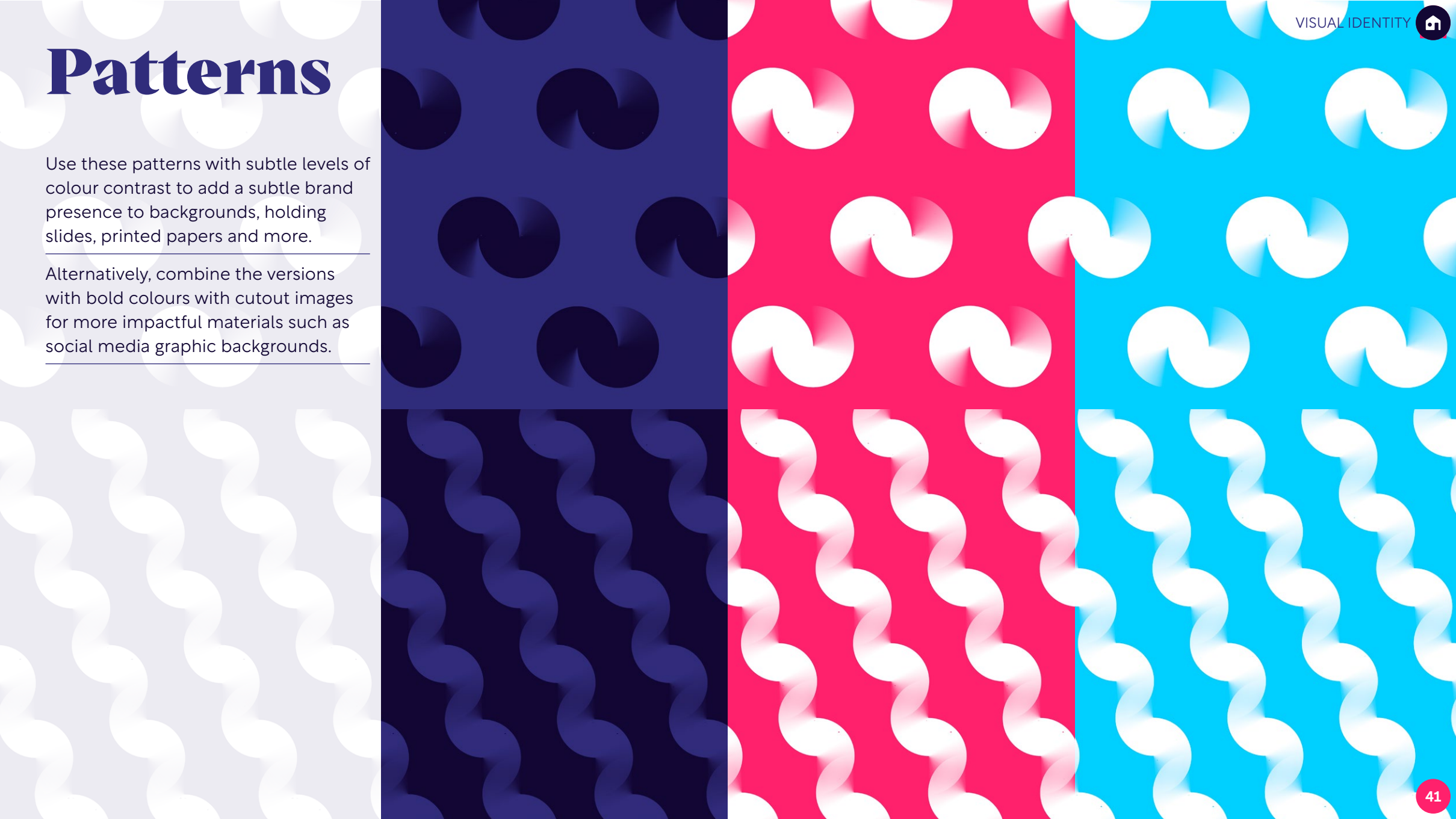
Be cautious with the use of AI generated images, as they may have errors such as extra fingers or look artificial.



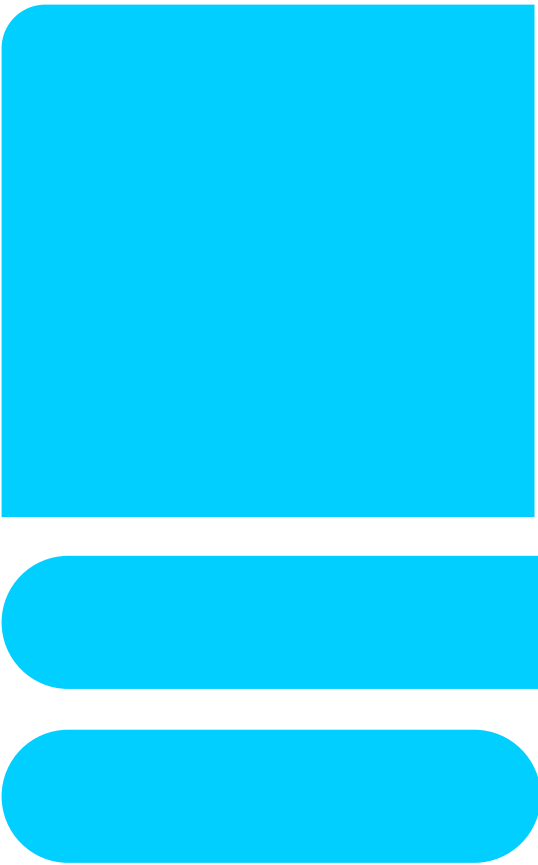
Patterns

Use these patterns with subtle levels of colour contrast to add a subtle brand presence to backgrounds, holding slides, printed papers and more.

Alternatively, combine the versions with bold colours with cutout images for more impactful materials such as social media graphic backgrounds.



Callouts and custom shapes



SOLID BUTTON AND CALLOUT SHAPES
USE THESE WHERE SIMPLICITY AND IMPACT
ARE PARAMOUNT



'NEGATIVE SPACE' BUTTON AND CALLOUT SHAPES
FOR USE WHERE A MORE SUBTLE EFFECT IS REQUIRED



BESPOKE ICONS

Icons

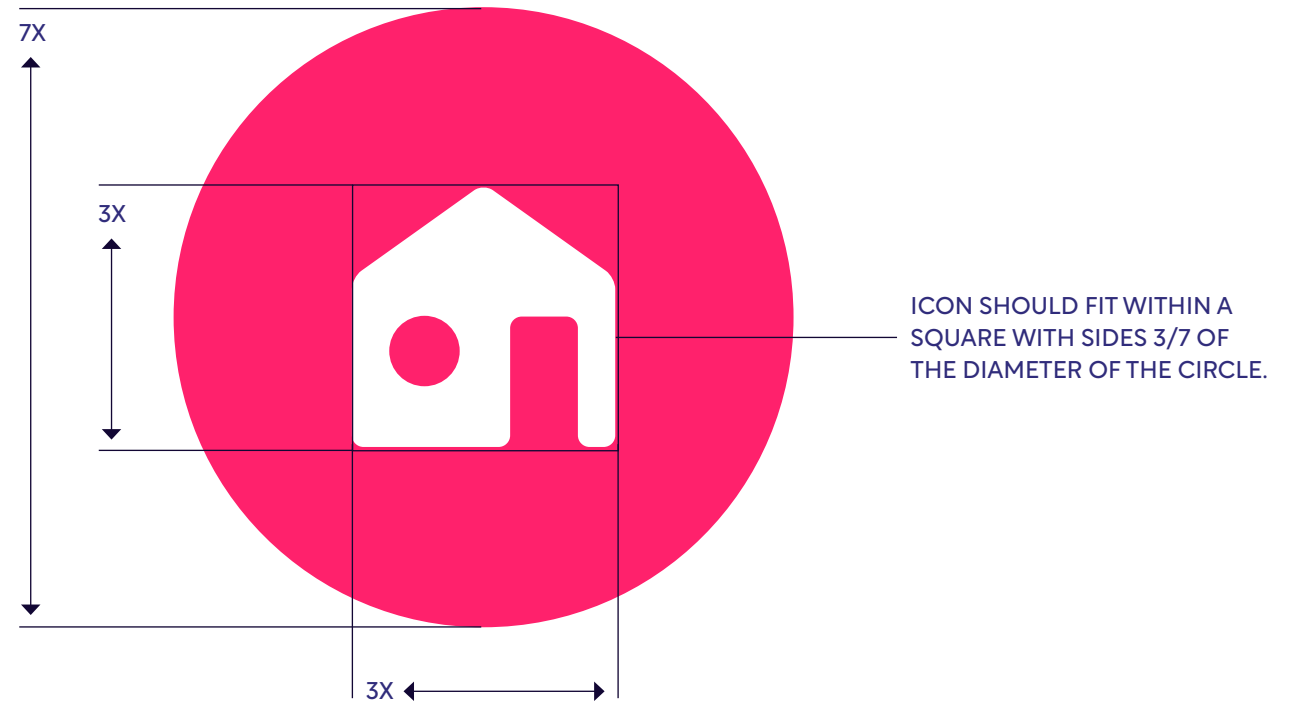
Icons should be filled, not outlined, and should be simple in design.

Where space allows, icons should be placed into circles so that they work harmoniously within the brand.

Icons with rounded corners are preferred.

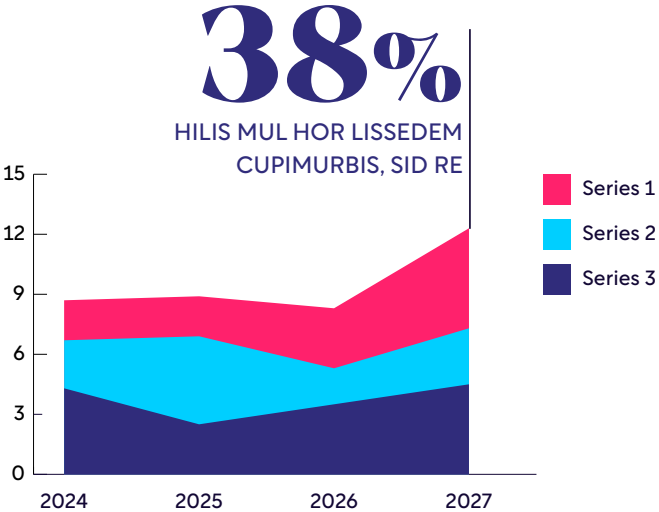
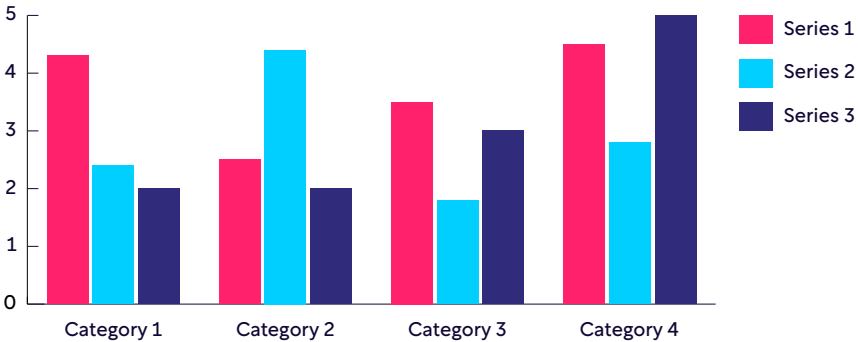
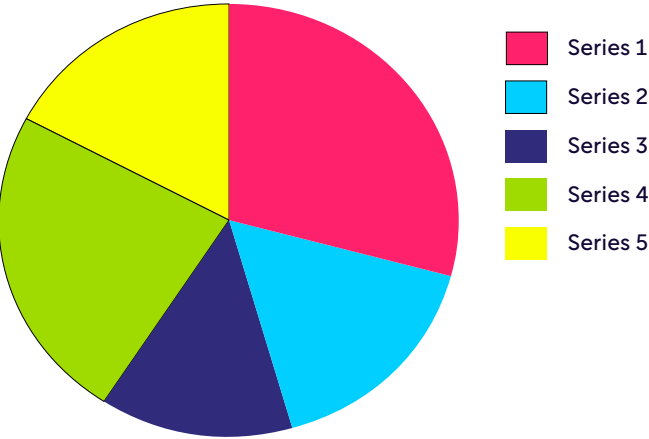
Consider incorporating sections of circles or complete circles into icon designs too.

We recommend icons from flaticon.com; other sources are acceptable provided they follow the style shown here.



Charts and data visualisations

Keep charts as simple as possible in order to convey the data.



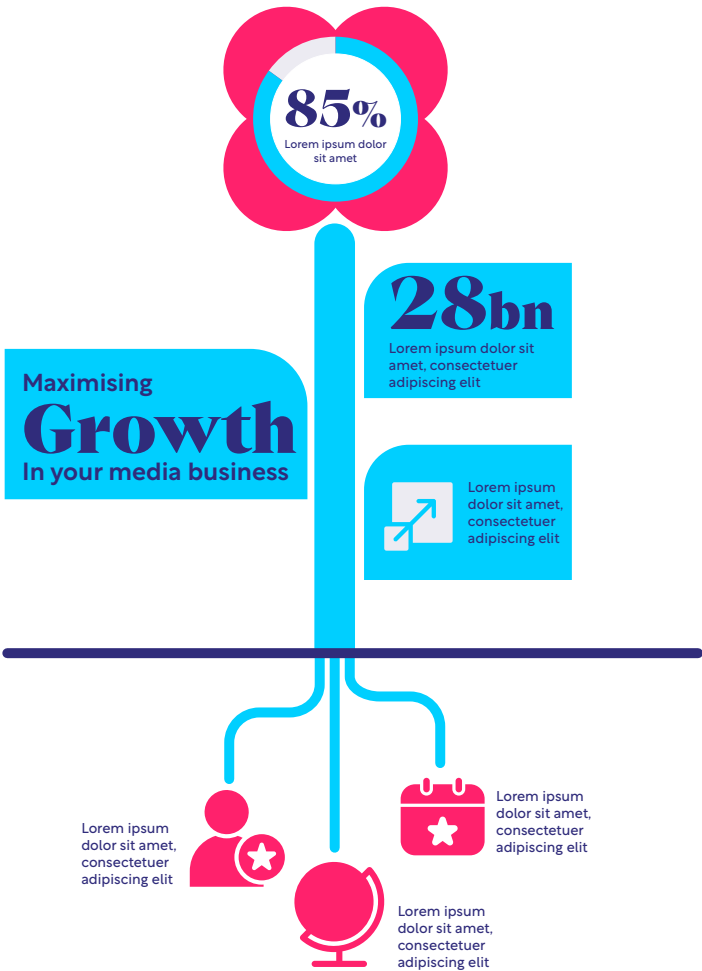
Diagrams, infographics and tables

Data combined from different sources can be used to tell engaging stories. This can be conveyed through infographics.

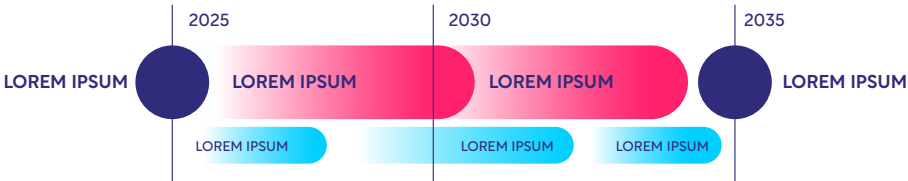
Diagrams can help to explain processes, timelines and concepts in a quick to comprehend and memorable way.

As with charts and data visualisations, streamline the content as much as possible, and minimise the amount of text within diagrams and infographics.

If a lot of text is required then a table may be better suited to your purpose.



INFOGRAPHIC



PROCESS DIAGRAM (E.G. A TIMELINE)

Lorem ipsum dolor sit amet	Dolor	Est am urgis	Ipsum £ (000s)
Lorem ipsum dolor sit amet	Lorem	50%	500
Lorem ipsum dolor sit amet	Lorem	84%	860
Lorem ipsum dolor sit amet	Ipsum	23%	900
Lorem ipsum dolor sit amet	Lorem	12%	210
Lorem ipsum dolor sit amet	Ipsum	8%	55
Lorem ipsum dolor sit amet	Lorem	3%	305

TABLE

Motion and interactivity



Be inspired by the principles of our brand and visual identity when creating motion and interaction effects.

Growth

Make elements expand when clicked on or within motion graphics.

Transformation

Morph and transition between shapes, images and video in unusual ways.

Dynamic

Bring movement into materials through animation and video. Make use of swipe interactions for touchscreen-based materials.

Controlled

Animation should be precise. Use circles, plus straight lines at the following angles for motion paths: 0° 45° 90° 135° 180° 225° 270° 315°.

Contrast

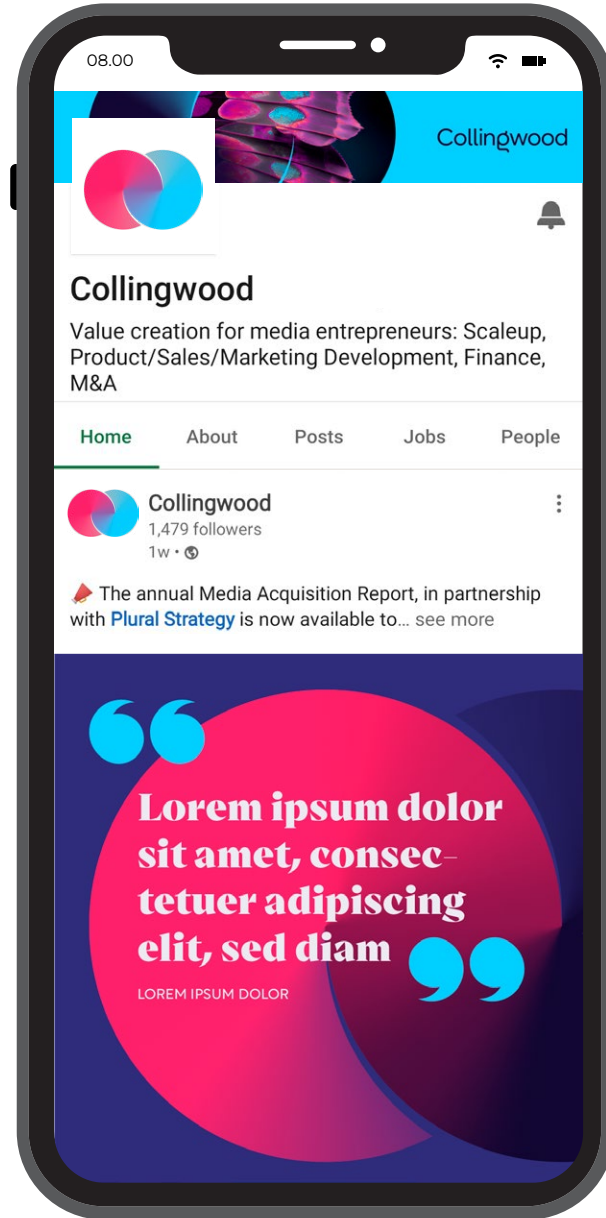
Combine two speeds and types of animation for different elements within a composition.

Rotation

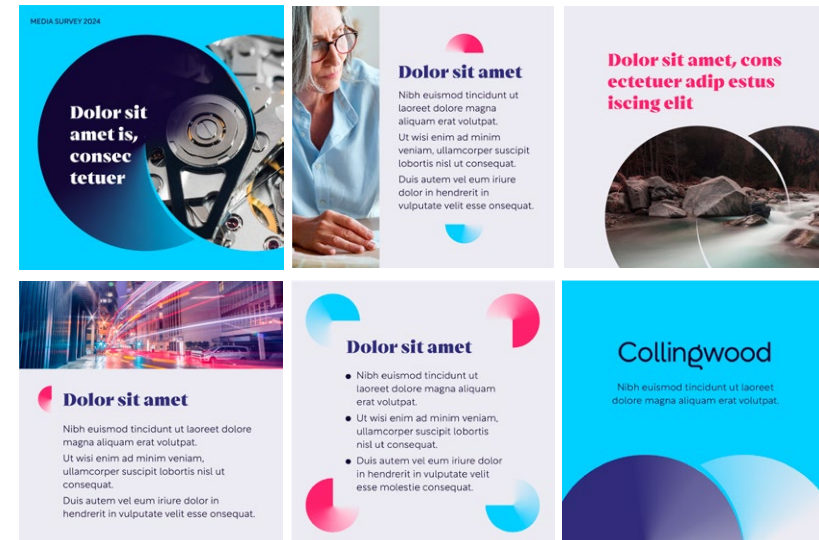
Echo the circles which are central to our visual identity in motion by rotating elements. Be mindful of the speed of rotation, and combine with fading elements out to avoid making the viewer dizzy!

Simplicity

Simplicity and clarity are key to the visual identity. Therefore ensure that animations are applied purposefully to emphasise key elements. Animation should not overpower the content or be used for its own sake.

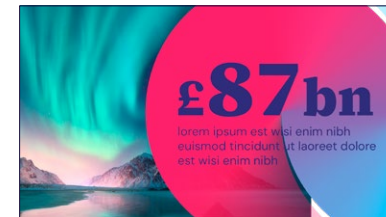
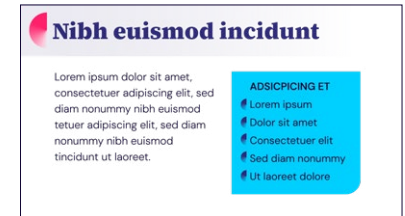
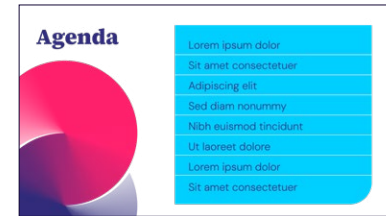
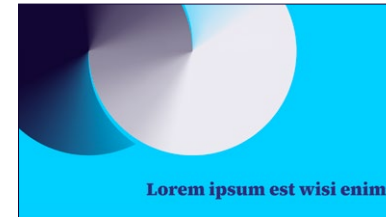


STANDALONE POSTS



CAROUSEL SLIDESHOW POST

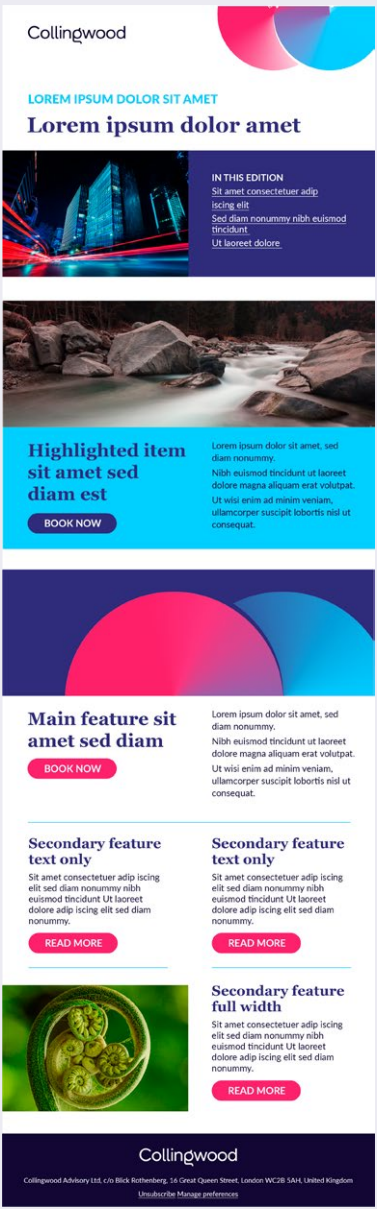
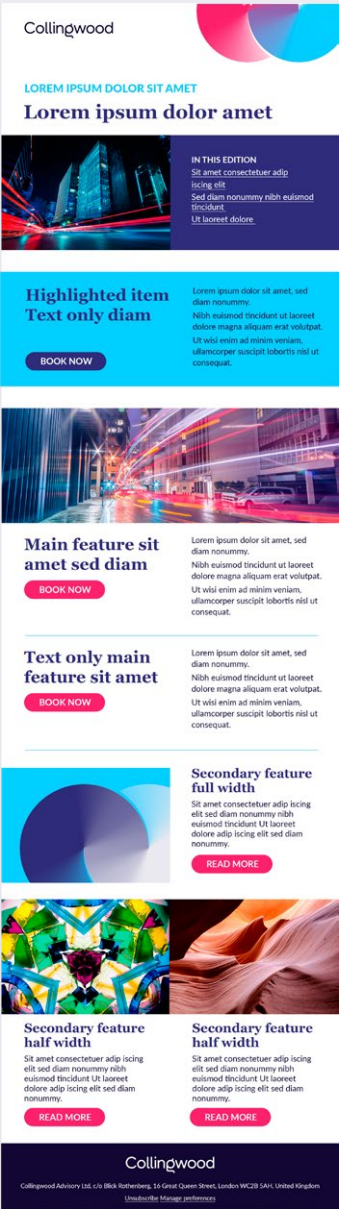
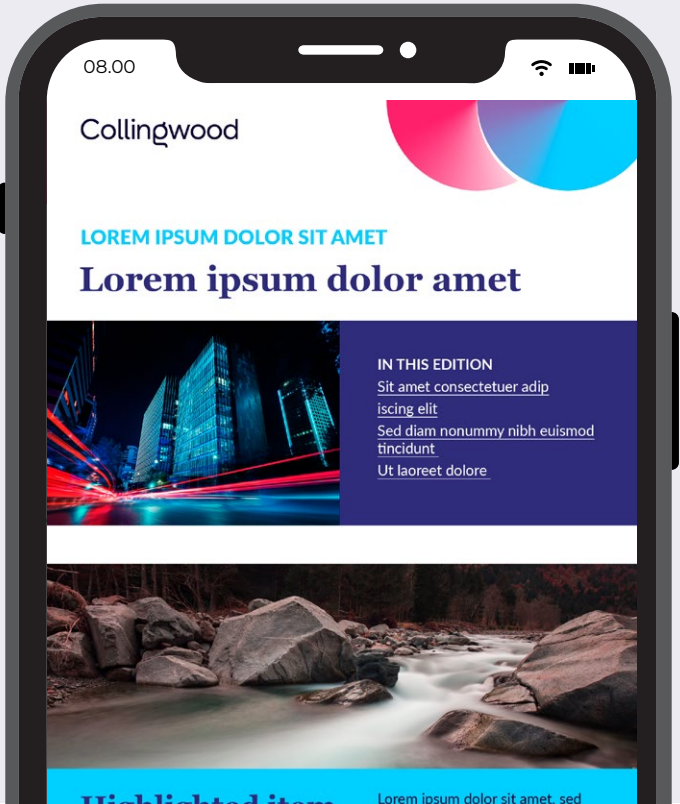
Presentations

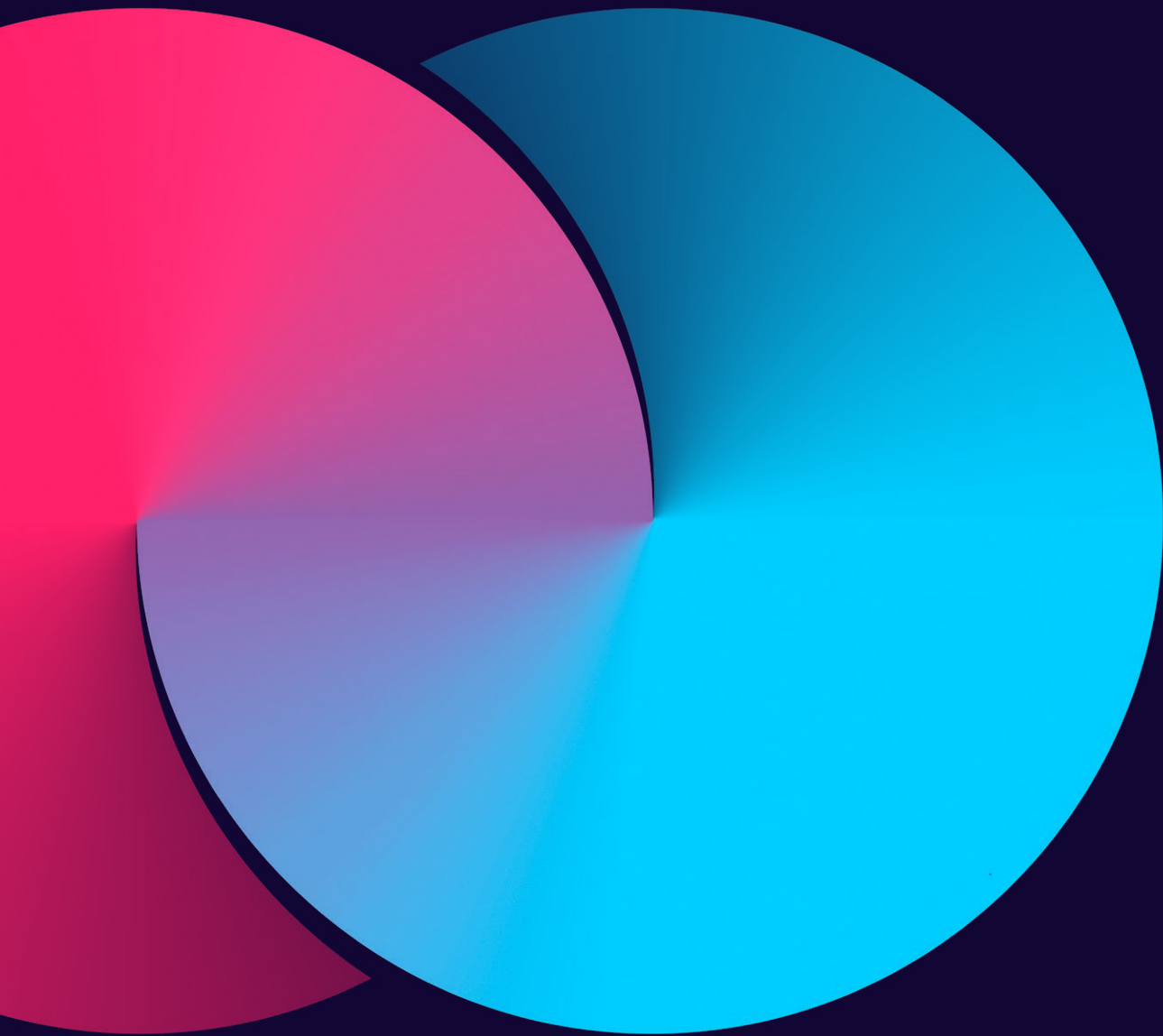


Email template

This template has been designed to work within Hubspot's email design tools.

Communicate with clarity and drive website traffic by featuring a short introduction to items in the email, and link to full articles hosted on the Collingwood website.





Collingwood