

Brand Guidelines

Version 1.1 Mar 2019



VansonBourne



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Core Elements and Their Usage

Logo Overview

The Vanson Bourne logo is the primary representation of our brand and should appear clearly and legibly on every item that uses it.

Logo sizing in A size

The format of a communication determines the size of our primary logo.

These sizes have been specified to ensure that the primary logo is always clear and legible.

PRINT SIZING

A3 (297 x 420mm) Logo width = 70mm
A4 (210 x 297mm) Logo width = 60mm
A5 (148 x 210mm) Logo width = 50mm
A6 (105 x 148mm) Logo width = 50mm

WEB / DIGITAL SIZING

- Website suggested Logo width = 200px (72dpi screens)
- General digital Logo width = between 170-300px (72dpi)
- No smaller than 100px for legibility (72dpi)
- Scale the above for retina devices

Primary Logo (Full Colour)

To be used on white/light grey backgrounds and light areas of imagery.



VansonBourne

Clear Space Around Logo



Spacing is judged by taking the logo marque (without the text) and decreasing it to 50% to then give you the appropriate white spacing around the logo.

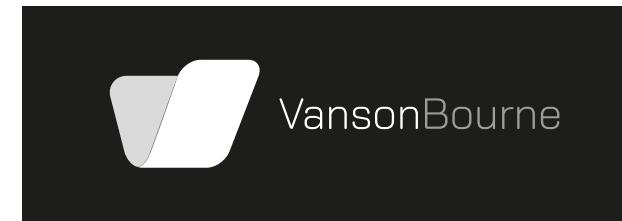
Secondary Logo (Full Colour alternative)

To be used on black, colour or photographic backgrounds where the primary logo does not work.



White Logo

To be used on on coloured backgrounds and dark areas of imagery.



Black Logo

To be used when printing black only.



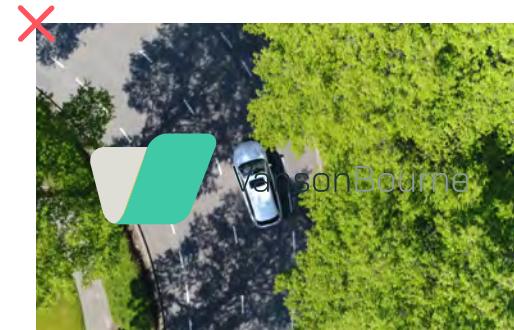
Logo Usage

This page shows examples of incorrect primary logo usage. To maintain consistency in the application of the Vanson Bourne identity, it is important to avoid these incorrect uses of the logo.

It is important to select the appropriate file type depending on how the logo is being used.

- If the logo is being used digitally (e.g. website, social media, email, powerpoint presentations) use the logos in the "PNG (Web)" folder.
- If the logo is going to be printed, used the logo in the "JPG (Print)" folder.
- Logos in the "VECTOR (Design)" folder are for designer use only.

Incorrect Usage



Do not place the colour logo over any imagery.

Do not place the white logo over any imagery.

Do not attempt to redraw or recreate the logo.



Do not apply any effects to the logo.



Do not rotate the logo.



Do not add wording to the logo.



Do not resize elements of the logo.



Do not stretch or change the proportions of the logo in any way.



Do not change the colour of the logo.

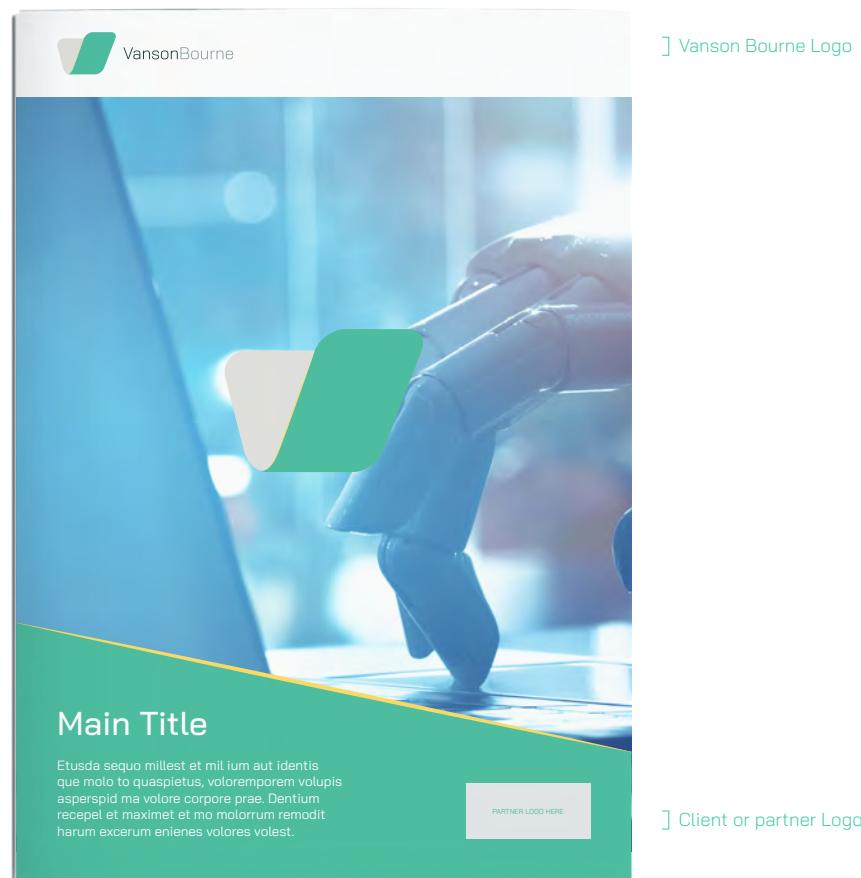


Logo With Partner Logos

It is important that the partner logo is used consistently and correctly to ensure proper representation across all our collateral.

Where possible, the Vanson Bourne logo should sit on the top left of the page, with the partner on the bottom right. This ensures clear visibility of the partner logo, while the sizing differences of the logos and styling make sure the communications stand out as being Vanson Bourne-led.

Brochure Cover Example



] Vanson Bourne Logo

] Client or partner Logo

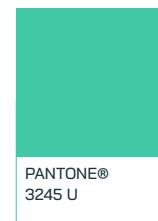


Colour

Colour is a powerful means of visual recognition and the Vanson Bourne colour palette creates a strong and consistent look across all our communications.

The colours and tints shown here are the primary palette to be used across our communications. Do not change the colour values shown.

Primary Brand Colour Palette



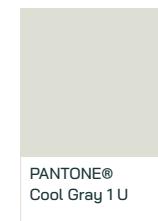
PANTONE®
3245 U



PANTONE®
2217 U



PANTONE®
128 U



PANTONE®
Cool Gray 1 U

Vanson Bourne
Green

CMYK 64 / 0 / 47 / 0
RGB 65 / 201 / 166
#41c9a6

Vanson Bourne
Dark Green

CMYK 85 / 61 / 60 / 56
RGB 27 / 53 / 56
#1b3538

Vanson Bourne
Yellow

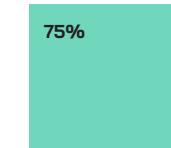
CMYK 0 / 11 / 70 / 0
RGB 255 / 215 / 87
#ffd757

Vanson Bourne
Gray

CMYK 4 / 3 / 6 / 7
RGB 221 / 223 / 213
#dddfd5

Primary Brand Colour Palette Tints

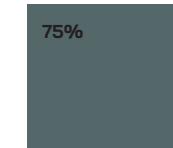
Vanson Bourne
Green TINTS



40%

15%

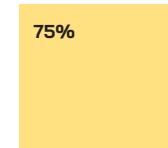
Vanson Bourne
Dark Green TINTS



40%

15%

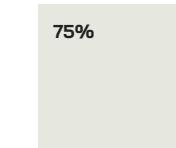
Vanson Bourne
Yellow TINTS



40%

15%

Vanson Bourne
Gray TINTS



40%

15%



Fonts

Common typefaces ensure a consistent thread runs through all communications. Vanson Bourne's main font is Bai Jamjuree. Arial is Vanson Bourne's alternative system font.

Bai Jamjuree should only be used by designers and marketing professionals.

HOW TO USE THE FONTS:

- **Copy (use either of the below, in priority order)**
 - = Bai Jamjuree Light
 - = Bai Jamjuree Regular
- **Titles, headlines, introductions**
 - = Bai Jamjuree Medium
- **Quotes, statistics (use either of the below)**
 - = Bai Jamjuree Semi Bold
 - = Bai Jamjuree Light

Arial should be used by Vanson Bourne staff for the following material:

- Word documents
- Excel documents
- PPT Presentations
- Email and e-newsletters

I need to use the Bai Jamjuree font, how do I get this?

To access this font you need can download it on [Google Fonts](#). Alternatively you can contact marketing.

Brand Font

Bai Jamjuree

Bai Jamjuree Light

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat.

Bai Jamjuree Regular

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat.

Bai Jamjuree Medium

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat.

Bai Jamjuree Semi Bold

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat

System Font

Arial

Arial Regular (replaces Bai Jamjuree Light and Regular)

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

Arial Bold (replaces Bai Jamjuree Medium and Semi Bold)

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

Arial can be found on both Mac and PC's.



Graphic Language

Here is how the graphical logo device can be used in a variety of other digital images, photography and colour in order to offer variety and differentiation. This is also to offer freedom so the rules are not too restricting.

The graphical logo device can also be used in three different ways throughout Vanson Bourne's collateral. This is to keep collateral varied and fresh.

Below is a list of when each level the logo device should be used:

- **Level 1:** Should be used at highest level of promotional material. Such as client facing collateral like brochures, website homepage, posters, client presentations, E-newsletters etc.
- **Level 2:** The VB logo marque here sits over the top of a photograph. This level is designed to allow someone who doesn't have the software to create the level 1 logo device. This can also be used at high - medium level promotional material. This can also be used for internal documents.
- **Level 3:** This level should be used for lower end client facing material like social media, miscellaneous items like water bottles, calenders, notepads or internal Vanson Bourne documents. NOTE an alternative icon based version of this level can also be used.
- These levels are designed to give variation and flexibility to the brand. Please check with marketing if you are unsure how to properly use the logo or logo devices as shown here.



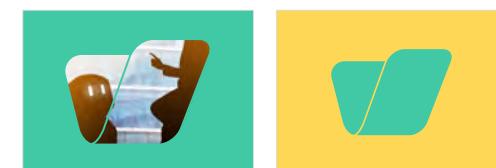
Graphic Logo Device Hierarchy



Level 1 Graphic Logo Device



Level 2 Graphic Logo Device
Colours Can Be Inverted



Level 3 Graphic Logo, With Alternative
Colours Can Be Inverted

Graphic Logo Device Variety



Graphic Language

The primary logo is used as the graphical device to illustrate the insight behind data idea that runs throughout Vanson Bourne's branding.

The graphic logo should only be used for marketing/promotional material. Such as brochures, flyers, web banners, office posters, exhibitions, PPT cover or divider slides, social media banners etc.

As shown to the right, the front right section of the graphic logo should be the digital image and any of the four digital data images can be used at random. This is purely to add variety. The photography is to be used on the back left section.

The reason that the digital image is placed at the front and photography at the back is to illustrate the "narratives" or "stories" that Vanson Bourne find behind the data.



Creating the Graphic Logo Device

These are the elements that make up the graphical logo device used on promotional collateral.

1. Step one

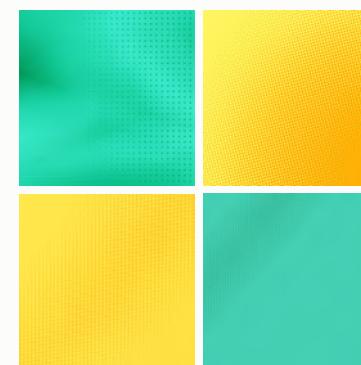
Take the Vanson Bourne logo



+

2. Step two

Select one of the 4 digital images from our brand folder "Assets > Digital_Images"



3. Step three

Select an image from our brand folder "Photography > Brand Photography" (example below)



+

4. Step four

The two images then get placed into the two logo shapes as shown here. This can create a variety of outcomes as shown on the previous page. A ready made indesign and illustrator file is available for this in the brand folder "Logo_Graphic"



This is an example of how the device should look and how it can be used.

5. Step five

The graphic logo device can then be used with text and a background as shown here and throughout the guidelines.



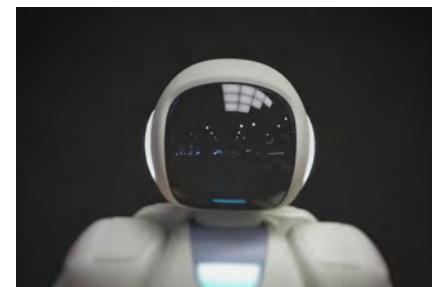
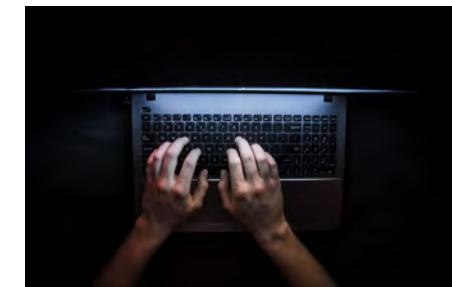
This is level 1 of 3 of how the graphical logo device can be used.

Imagery

Photography is selected from DepositPhotos and should include the following criteria:

- Specific to a subject area Vanson Bourne have experience in (examples AI, Cyber security, Electric vehicles, Internet of things, etc)
- Related to technology
- White space
- Clean / not too complicated
- People, however this may not always be possible
- One focus point in the image
- Colour not too vibrant

Example photoset





Bringing The Elements Together

Layout

This is an example of an A4 Brochure. This highlights the important layout elements that make up Vanson Bourne's visual identity.

NOTE: Not all collateral will be able to follow this example exactly however if this is used as a guide then this will help to maintain consistency throughout all collateral.

A4 Brochure Example



Stationery

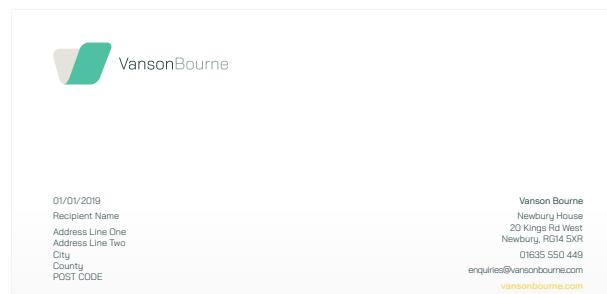
Stationery items are to inherit a clean crisp and white spaced approach to the Vanson Bourne brand.

NOTE: Templates of these items have been created to work into however it is advised not to alter these files too drastically and to ensure never overwrite the original template document. Always duplicate the original to ensure it is always available for others.

Business Cards



Corporate Letterhead



A business card template featuring a green header and footer area. The main content is centered on a white rectangular background with rounded corners. The top section contains fields for 'First Name', 'Job Title', and 'Name'. Below this is a large, bold phone number and an email address. The bottom section contains the address and a small decorative graphic.

First Name
Job Title
Vanson Bourne

+44 (0) 1234 567 891
name.surname@vansonbourne.com

Newbury House, 20 Kings Rd West,
Newbury RG14 5XR

Dear Recipient

Donec tincidunt suscipit pede. Ut congue nunc at ipsum mollis aliquet. Donec iaculis fringilla quam. Integer volutpat magna et nisi. Donec volutpat tortor non neque. Suspendisse placerat libero quis turpis. Curabitur libero. Vestibulum elementum enim quis est. Suspendisse potenti. Sed posuere pede vel libero. Nullam non elit vel lorem blandum blandit. Pellentesque eu erat nec orci interdum rhoncus. Duis viverra eleifend lacus. Curabitur mi felis, rhoncus id, consequat et, rhoncus vel, erat.

In est tellus, faucibus vitae, tincidunt et, fringilla in, tortor. Aliquam erat volutpat. Sodales accumsan magna. Donec tempor. Suscipit ut ante neque porta posuere. Sed mattesuada faucibus nibh. Donec a pede ac arcu commodo euismod. Ut condimentum imperedit enim. Etiam rhin neque, scelerisque in, dictum quis, auctor quis, turpis. Nam posuere est nec enim. Phasellus pharetra, nisl sit amet, ultricies nisl.

Donec tincidunt suscipit pede. Ut congue nunc at ipsum mollis aliquet. Donec iaculis fringilla quam. Integer volutpat magna et nisi. Donec volutpat tortor non neque. Suspendisse placerat libero quis turpis. Curabitur libero. Vestibulum elementum enim quis est. Suspendisse potenti. Sed posuere pede vel libero. Nullam non elit vel lorem blandum blandit. Pellentesque eu erat nec orci interdum rhoncus. Duis viverra eleifend lacus. Curabitur mi felis, rhoncus id, consequat et, rhoncus vel, erat.

Aenean eu risus, auctor et, ultricies et, nisl. Quia leo sedulor motorup utatitios nihia mi nobiscia nimil delumptus ma ipsunt officiis aspernatur et evelctio omni rectum uitia dñe detestor dolorio este volor smigimnilha nonsej odfutur?

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Agnillahimata, qui saeplu motorup utatitios nihia mi nobiscia nimil delumptus ma ipsunt officiis aspernatur et evelctio omni rectum uitia dñe detestor dolorio este volor smigimnilha nonsej odfutur.

Yours sincerely
[Redacted]
[Redacted]

Registered Office:
28 Appleton Road, Cumnor,
Oxford, Ox2 9QH
Company no: 03845098
Registered in England & Wales

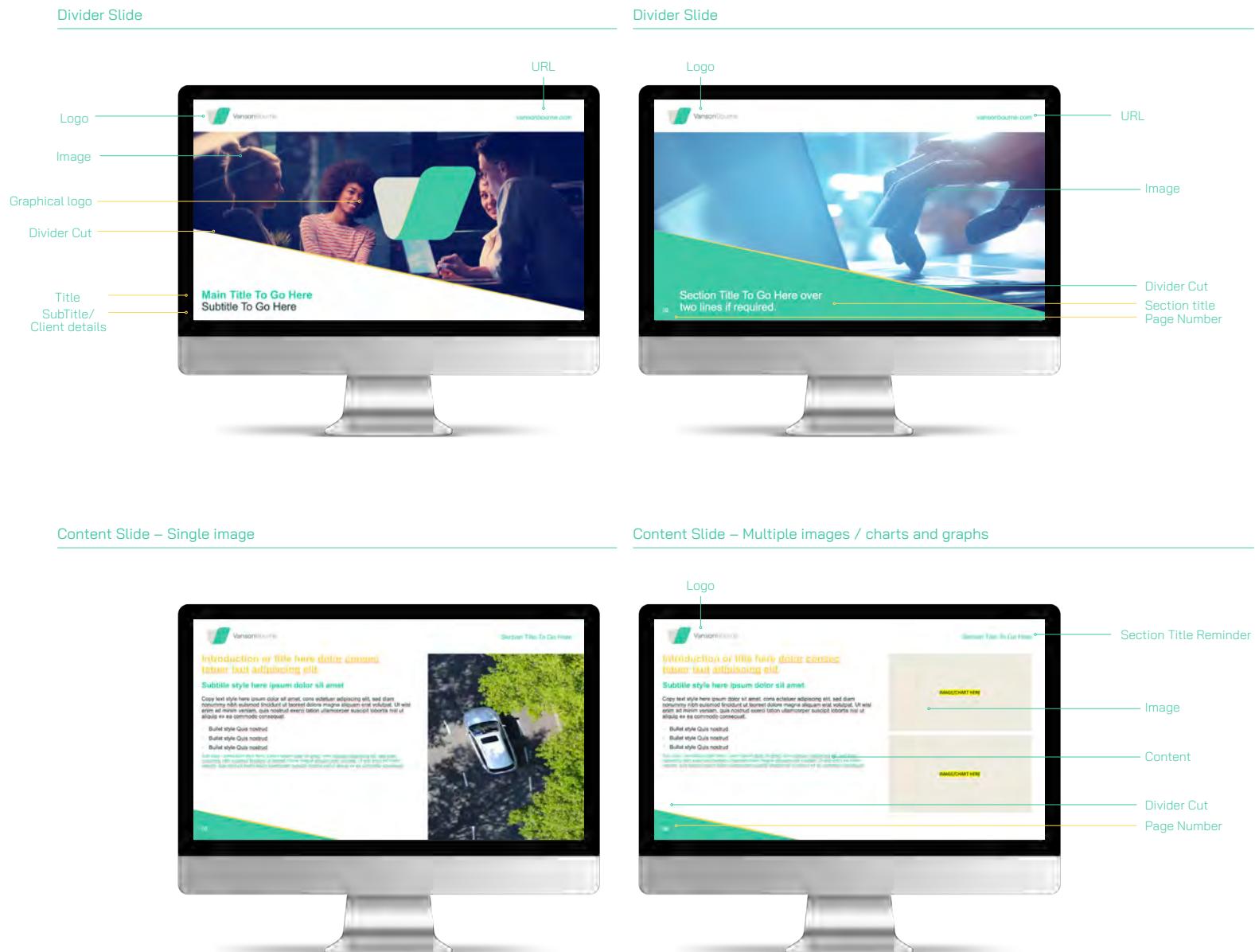
DL Envelope Dimensions: 220 x 110mm



PowerPoint

This Powerpoint Template can be used for internal and client facing material.

NOTE: A template for this item has been created to work into however it is advised not to alter the file too drastically and to ensure never overwrite the original template document. Always duplicate the original to ensure it is always available for others.



Word documents

A template Word document helps to make sure all company documents are consistent and recognisable.

NOTE: A template for this item has been created to work into however it is advised not to alter the file too drastically and to ensure never overwrite the original template document. Always duplicate the original to ensure it is always available for others.

Cover Page



Content Page

The content page shows a list of bullet points under two main sections: 'Cum sociis natoque penatibus' and 'Donec convallis nisi arcu, id euismod risus mattis pharetra'. The text is in a standard black font, with some words highlighted in orange. The page number '2' is located at the bottom right.

Document Title
Document Sub Title

In auctor, eros maximus, nibh blandit est, quis interdum mauris libero eget qua. Suspendisse pellentesque tristique nisl, luctus interdum erat pharetra et.

Quisque orci risus, bibendum viverra aliquam sit amet, finibus vitae velit. Aliquam mollis sagittis odio sit amet consequat. Aliquam maximus, velit et dictum congue, nibh velit egas lacus, at consectetur ex dolor id libero. Duis at feugiat libero, non ultrices vel. Suspendisse id convallis odio, sit amet rutrum nulla. Ut sollicitudin sagitis mattis. Nullam placerat vel felis sed tempus. Pellentesque vel lobortis ex. Ut malesuada molestie tellus, at sollicitudin quam feugiat a. Curabitur in posuere purus, ut euismod tortor. Duis eu est turpis. Nunc a pellentesque dui.

Cum sociis natoque penatibus

- Donec convallis nisi arcu, id euismod risus mattis pharetra. Phasellus quam elit, viverra sit amet ex sed, gravida varius ante. Nullam non porttitor quam, vitae porttitor mauris. Integer eget enim ullamcorper consequat egestat a metus.
- Nam viverra nisi non sem ultrices, in mattis mi lobortis. Ut euismod, risus feugiat faucibus porta, arcu justo egestas ante, ac porta neque lacus egestat nibh.
- Donec convallis nisi arcu, id euismod risus mattis pharetra. Phasellus quam elit, viverra sit amet ex sed, gravida varius ante. Nullam non porttitor quam, vitae porttitor mauris. Integer eget enim ullamcorper consequat egestat a metus. Donec rutrum nibh quis una fringilla imperdiet. Donec venenatis velit non sapien pulvinar, non volutpat nulla semper.

Cum sociis natoque penatibus

- 1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In auctor, eros in vestibulum maximus, nibh massa blandit est, quis interdum mauris libero eget qua. Duis consequat, tortor et ultrices mattis, nisi tristique sapien, ut lobortis purus ex id justo.
- 2. Suspendisse pellentesque tristique nisl, luctus interdum erat pharetra et. Vivamus eget vestibulum urna, egestas viverra leo. Proin quam lacus, posuere semper porta nec, bibendum sit amet odio.
- 3. Donec molestie nec arcu quis malesuada. Nulla mattis, risus ut cursus ultrices, risus lectus vulputate elit, nec posuere purus odio sed mi.

Ferum apil labor alisstat hitae dicace ipsa si dio cius molupta in re nis dolukum dolort expellere nem earum suntidatur cones alia sim veribus delique dolone quis ex esim doberum aut miliendem rem con et occusi am aut ailitate molorum quam fugio resedt ecspres esta que nimilit dolupta spetus.

2



Signage

Large signage will be used throughout the Vanson Bourne office showcasing the logo.

Please note that the singage illustrated here is not to scale. For the print guidelines for these items please refer to the "Large Print Guidelines" for sizing.

Vanson Bourne Office Logo Signage



Old Office Signage



Old Front Desk Signage

VansonBourne

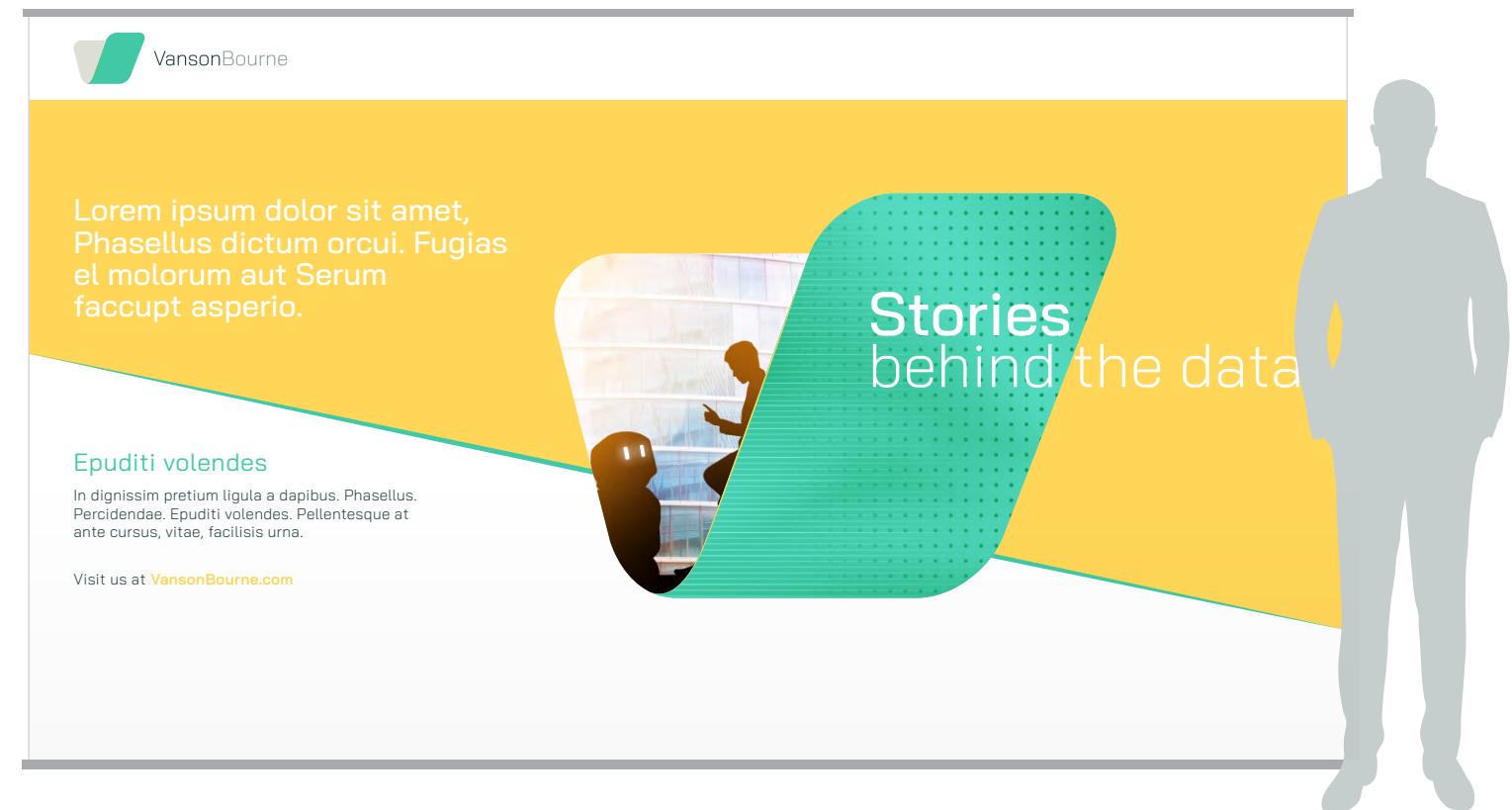


Exhibitions

Large exhibition panels need to have impact both from close range and at a distance, so large scale photography / graphics should be used along with further information in the text.

NOTE: Level one or two graphic language is recommended as the primary visuals to use on large exhibitions to engage customers.

Large Exhibition Bannerstand



Exhibitions

Roller banners or smaller exhibition panels predominantly will have more text however graphics/photography is still an important asset that should still be considered in the same way as large exhibition panels.

NOTE: Level one or two graphic language is recommended as the primary visuals to use on large exhibitions to engage customers. Please view the Graphic Language page for more information.

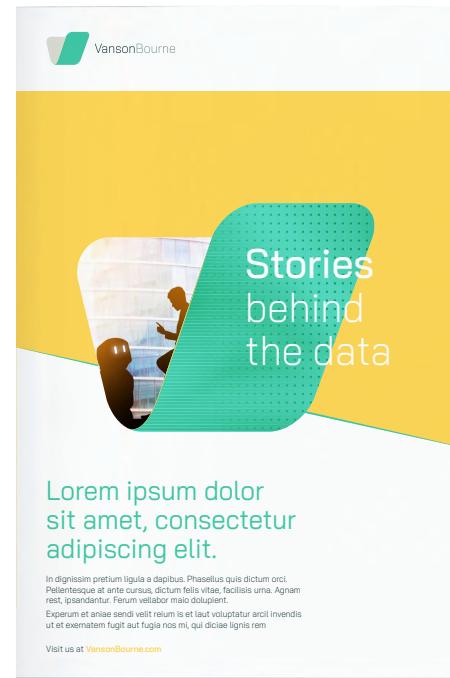
Roller Banners



Advertising - Print

When designing adverts at different sizes, it is important to proportionally scale the text, Vanson Bourne logo and any partner logos. Refer to logo pages for sizing information.

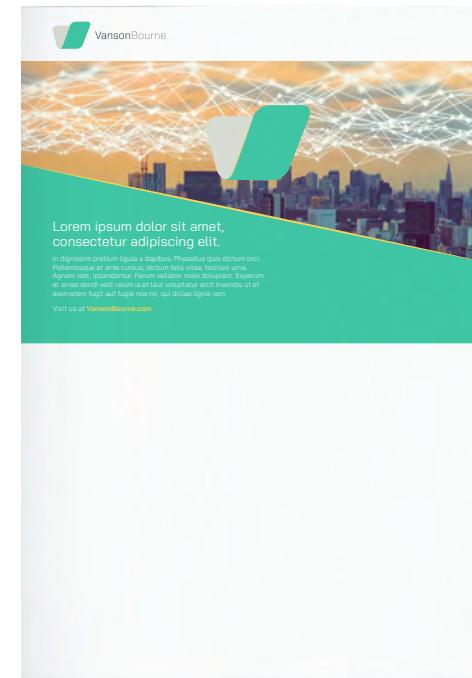
Print Adverts Overview



Full Page Advert

A4

Height 297mm
Width 210mm



Half Page Advert

A5

Height 148mm
Width 210mm



1/4 Page Advert

A6

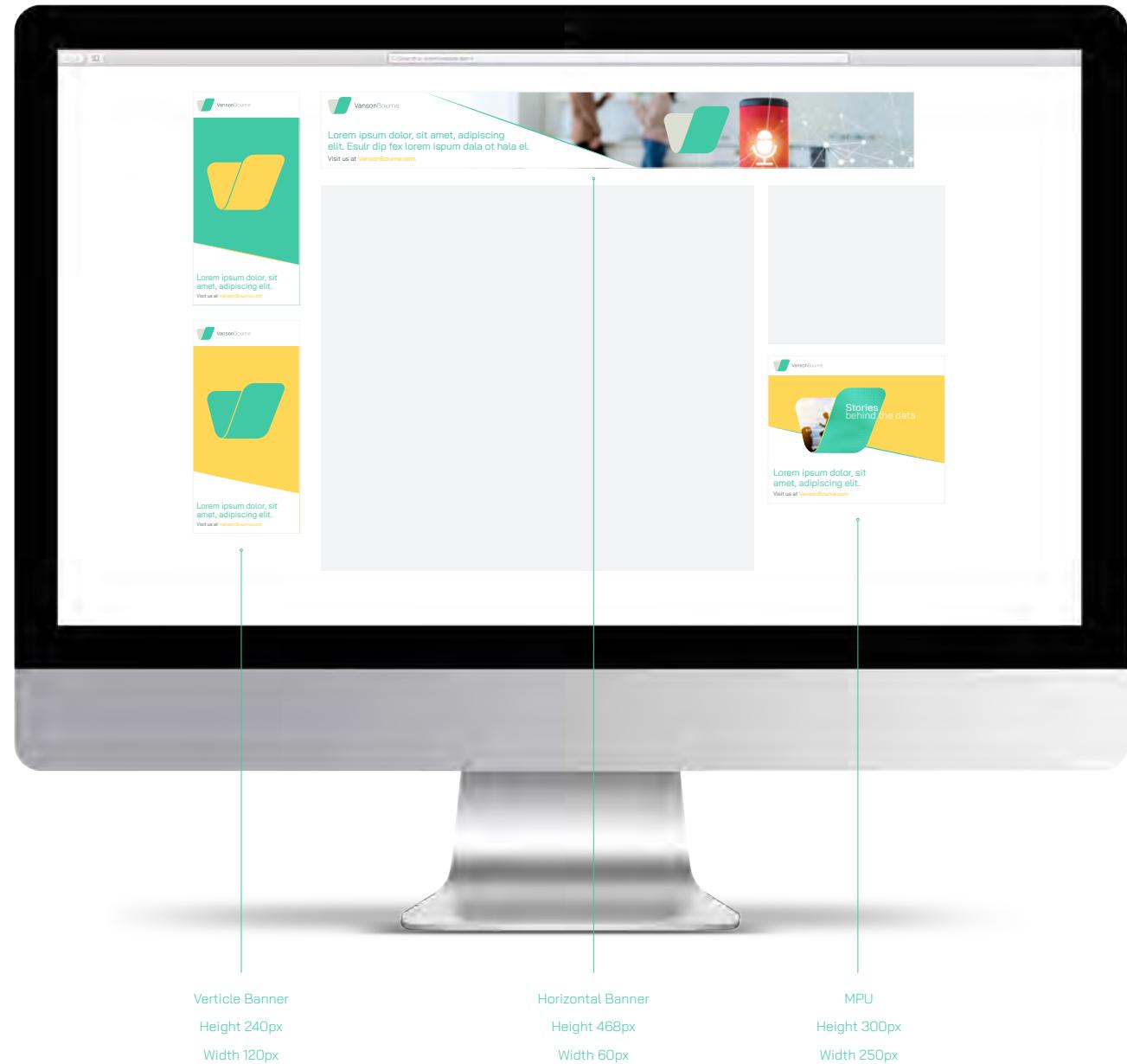
Height 148mm
Width 105mm



Advertising - Online

Online banners and MPUs come in a variety of dimensions, so some of the usual layout rules cannot apply in order to create an effective design.

Online Adverts



E-Newsletter

The Vanson Bourne newsletter is a important items for new clients to engage with the brand. Therefore Level 1 Graphic Language needs to be implemented in order to get across Vanson Bourne's visual messaging.

E-Newsletter



Website

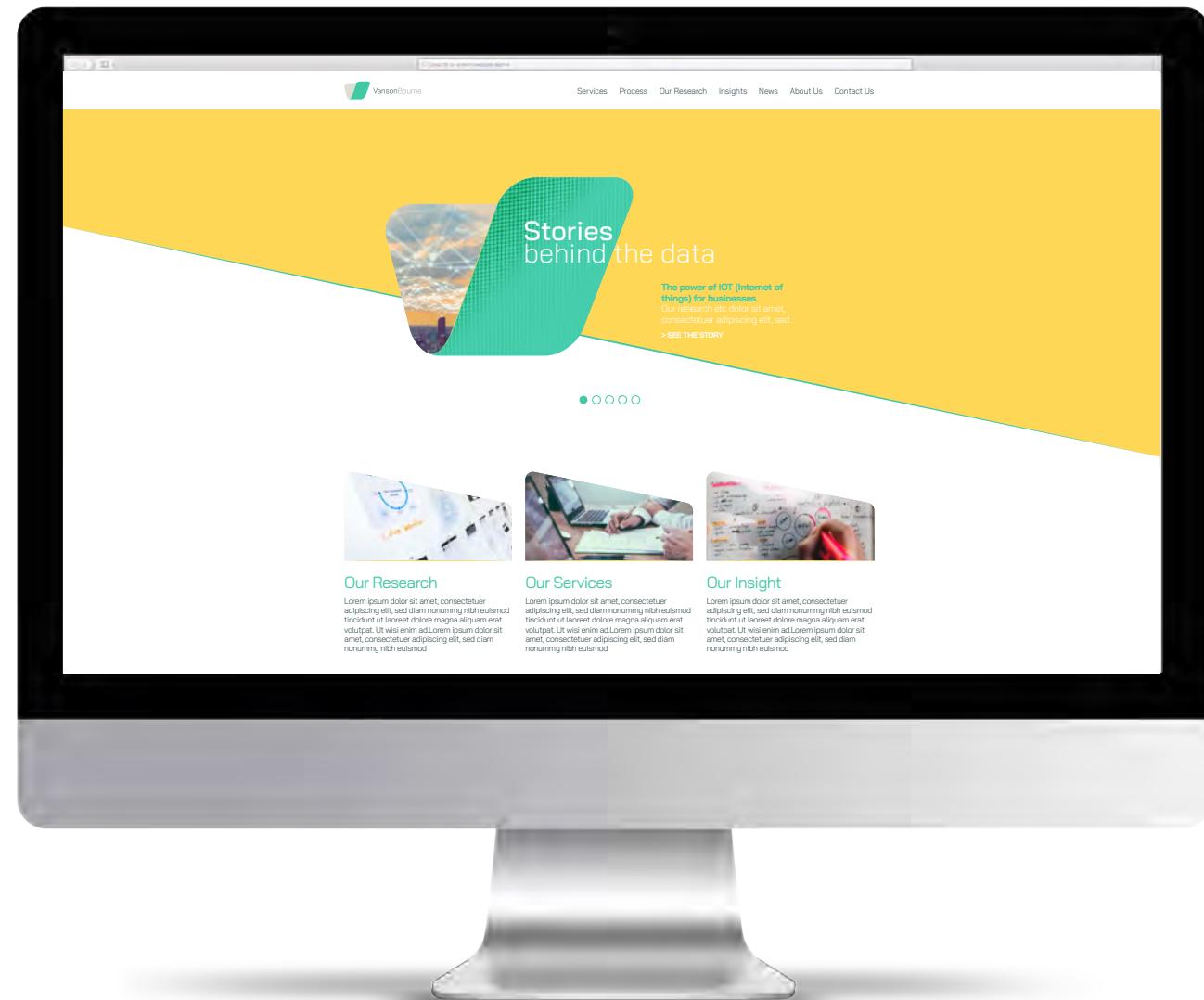
The Vanson Bourne website is a integral part of getting across the brand. This will bring to bear the entirety of the brand in a variety of ways and should be treated with the up-most care and attention to detail.

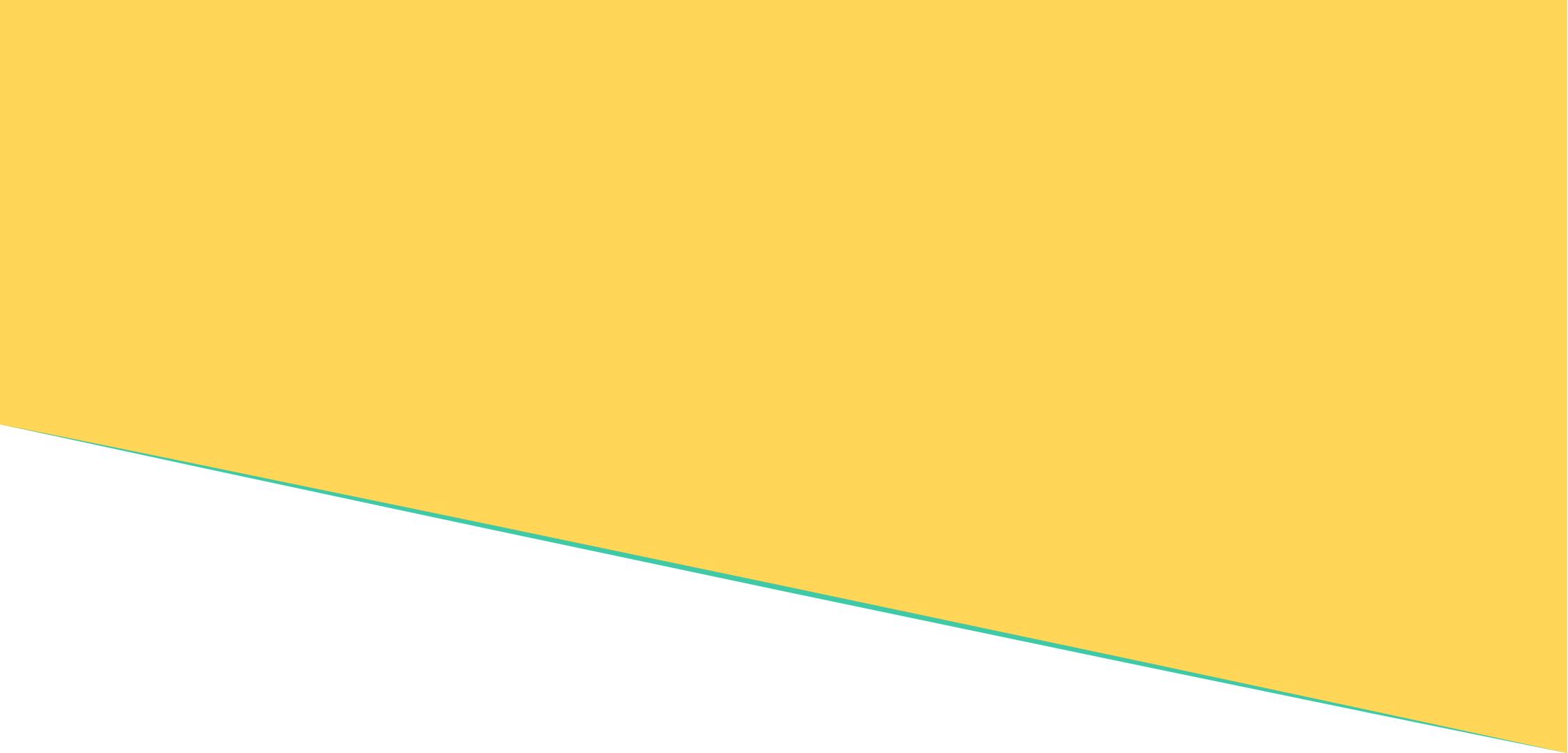
NOTE: The website visual is designed by ClearBrand and developed by Wysi. Contact details are below:

ClearBrand: Info@clearbrand.co.uk

Wysi: help@wysi.co.uk

Website - Homepage





VansonBourne