

BRAND GUIDELINES



Basic principles for internal use

*Family
Bakers*
Warburtons

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This document provides you with guidelines for our new brand identity. It shows you how to use our logo on internal documents. It is extremely important to use our brand consistently.

These are internal guidelines only – if you need external guidelines please contact Vanessa Blackledge on: vanessa.blackledge@warburtons.co.uk

You can find our new logo on the Learning Centre drive: V:\BRAND REFRESH

OUR BRANDMARK

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OUR BRANDMARK

There are three brandmark sizes available to use, depending on the type of document you are producing. We have simply named these; Small, Medium & Large and over the next few pages we will show you how to position and place them.

The small Warburtons brandmark, featuring the word "Warburtons" in a bold, orange, sans-serif font. The "Family Bakers" tagline is not visible in this size.

Small. 30mm wide

NB. 'Family Bakers' does not appear on this version for legibility reasons.

The medium Warburtons brandmark, featuring the word "Warburtons" in a bold, orange, sans-serif font. The "Family Bakers" tagline is visible in a smaller, grey, sans-serif font above the "n" in "Warburtons".

Medium. 80mm wide

The large Warburtons brandmark, featuring the word "Warburtons" in a bold, orange, sans-serif font. The "Family Bakers" tagline is visible in a smaller, grey, sans-serif font above the "n" in "Warburtons".

Large. 160mm wide

OUR BRANDMARK
POSITIVE & NEGATIVE

When placing on a white or light background use the positive version as shown here.



Positive – Use the Baked orange and grey version when on white background

When placing on an orange or dark background use the negative version as shown here.



Negative – Use the white only version when on coloured or image background. Only do this if the background is dark enough to allow for clear legibility of the brandmark.

OUR BRANDMARK

The Warburtons brandmark should only be used as shown on the previous pages. Here are some examples of how not to use our brandmark.



✗ Don't stretch the brandmark vertically



✗ Don't stretch the brandmark horizontally



✗ Don't use the brandmark in keyline form



✗ Don't use the 'Baked Orange' brandmark on an image which will compromise legibility



✗ Don't change the colours of the Brandmark



✗ Don't change the proportions of the brandmark



✗ Don't separate or alter the position of the words 'Family Bakers' in relation to the 'Warburtons' word

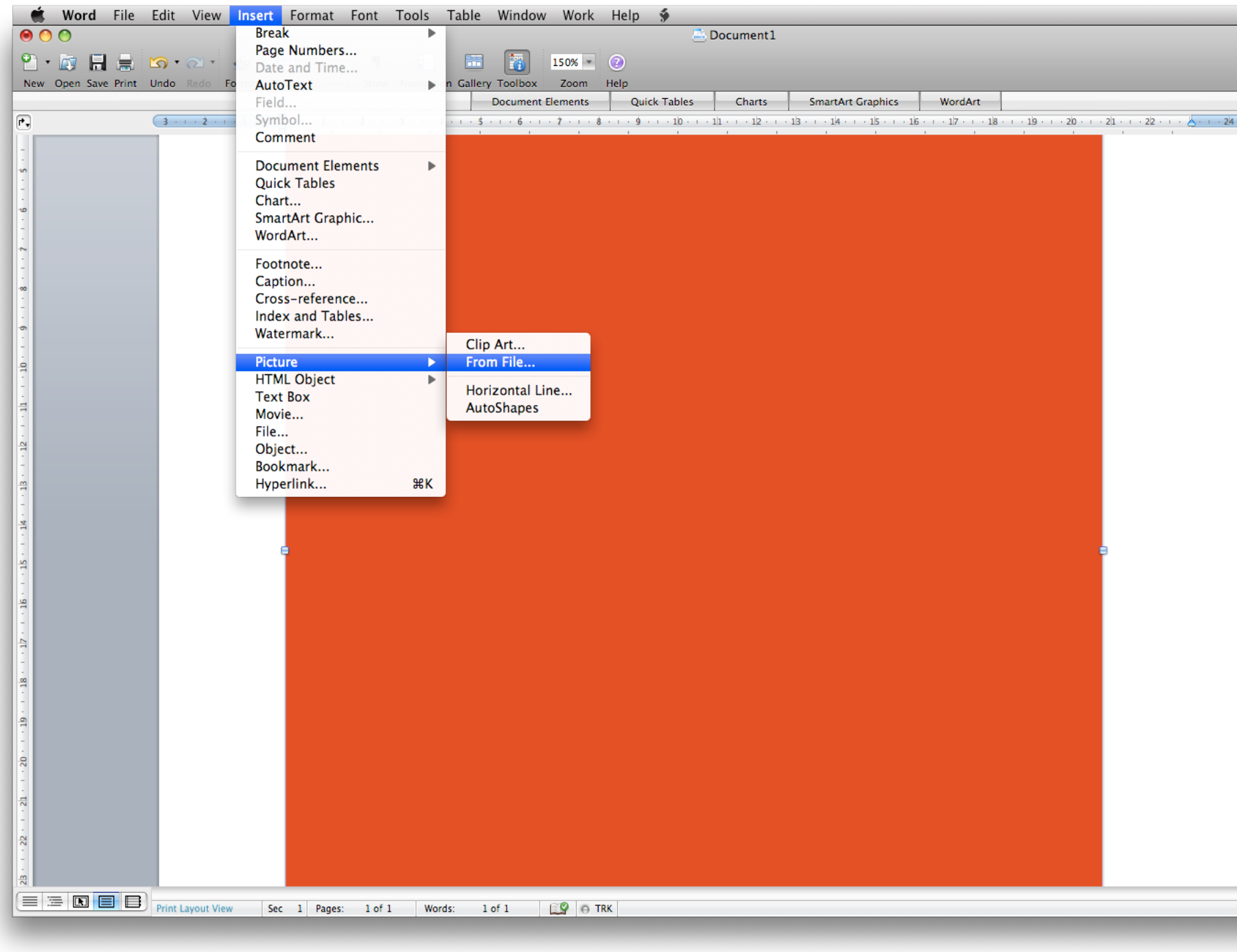
OUR BRANDMARK

INSERTING A LOGO

How to insert a logo

Open your MS Office document, select 'insert' from the toolbar, select 'picture' then 'from file' go to 'Learning centre on (v):\BrandRefresh\Logos' then select the logo that you need.

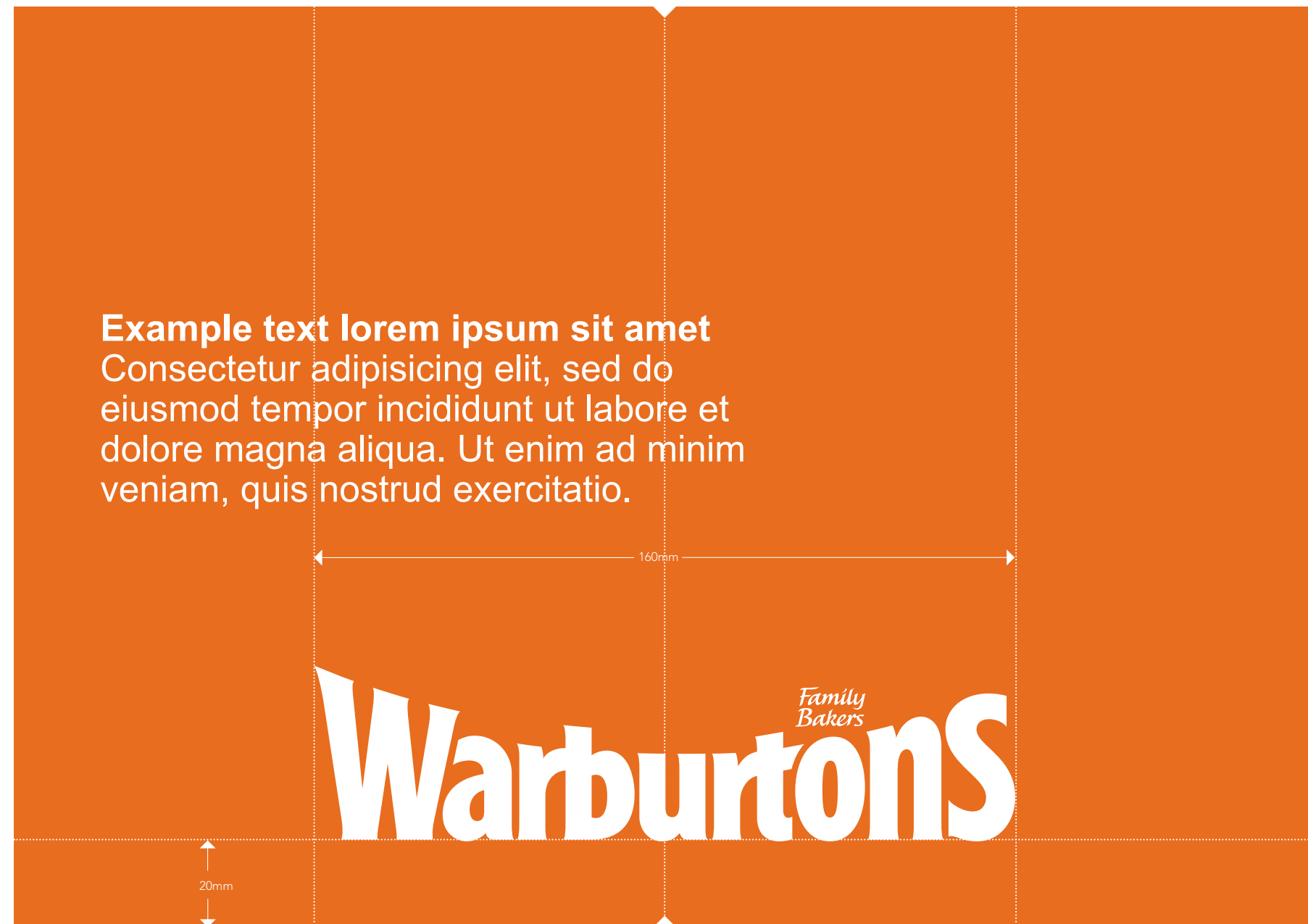
NB: Please don't remove any of the logos from the file.'



OUR BRANDMARK PLACEMENT LARGE BRANDMARK

Landscape pages

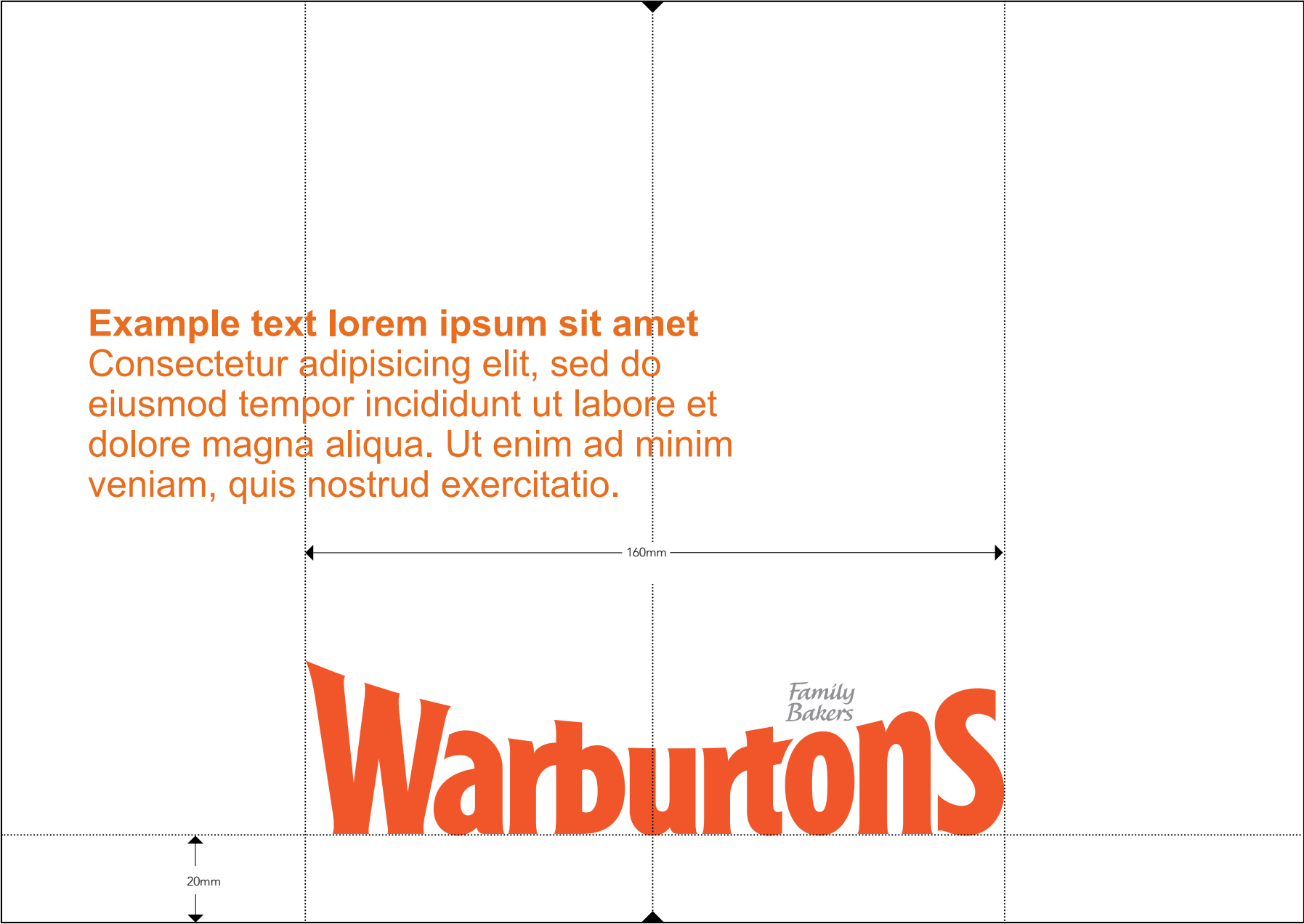
When placing the large negative brandmark on landscape cover pages, use positioning as shown on this page.



OUR BRANDMARK
PLACEMENT
LARGE BRANDMARK

Landscape pages

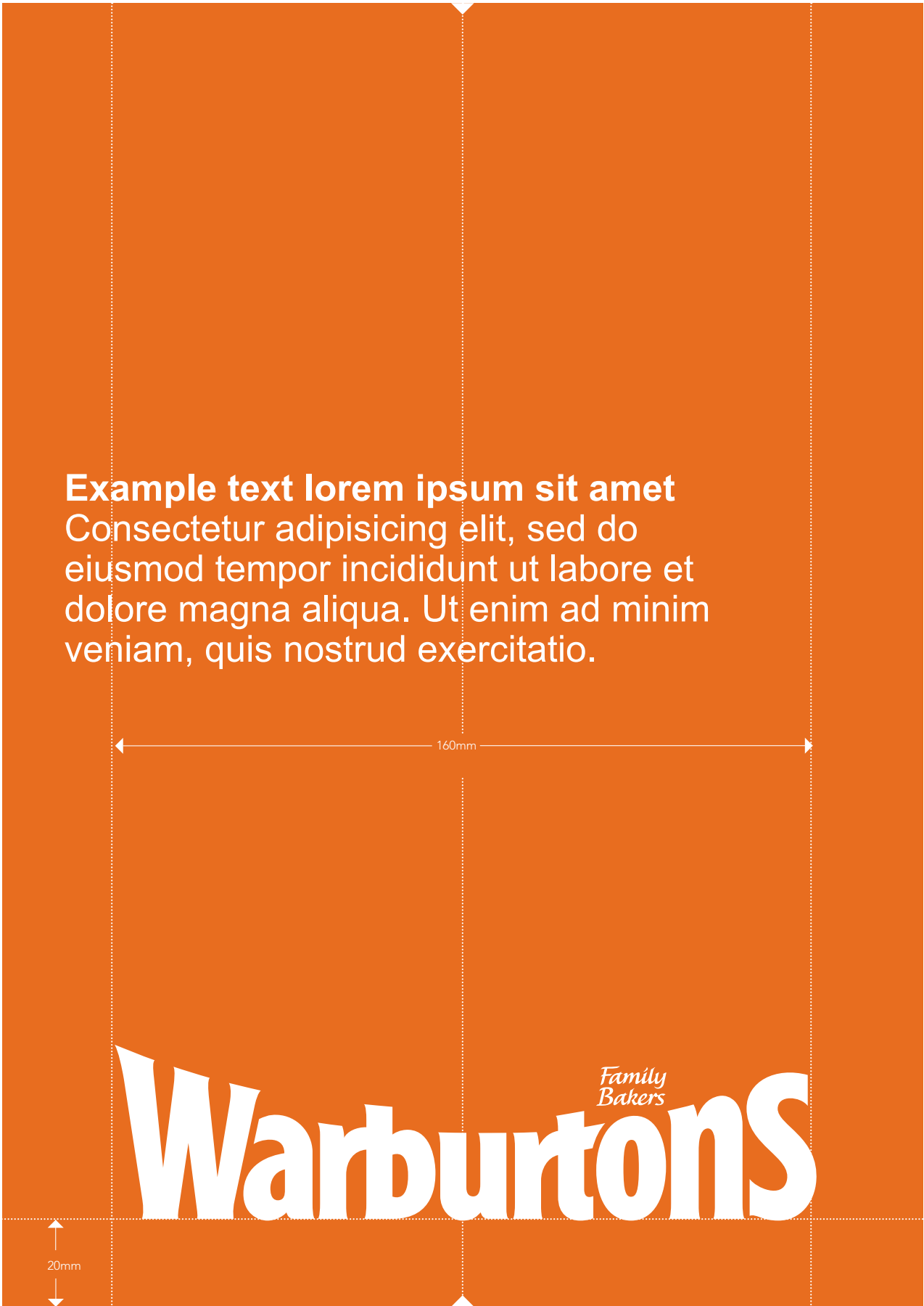
When placing the large positive brandmark on landscape cover pages, use positioning as shown on this page.



OUR BRANDMARK
PLACEMENT
LARGE BRANDMARK

Portrait pages

When placing the large negative brandmark on portrait pages, use positioning as shown on this page.



OUR BRANDMARK
PLACEMENT
LARGE BRANDMARK

Portrait pages

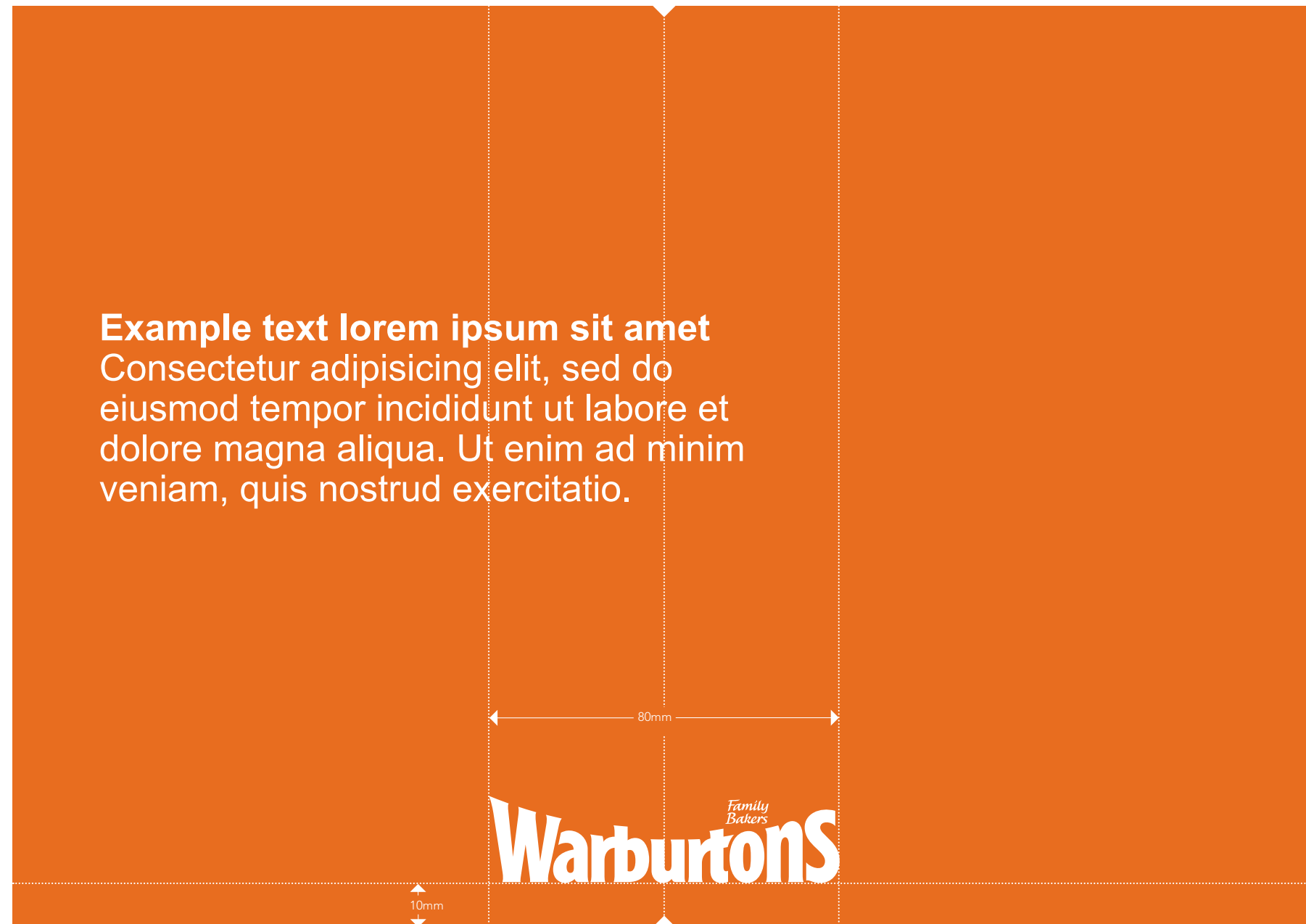
When placing the large positive brandmark on portrait pages, use positioning as shown on this page.



OUR BRANDMARK PLACEMENT MEDIUM BRANDMARK

Landscape pages

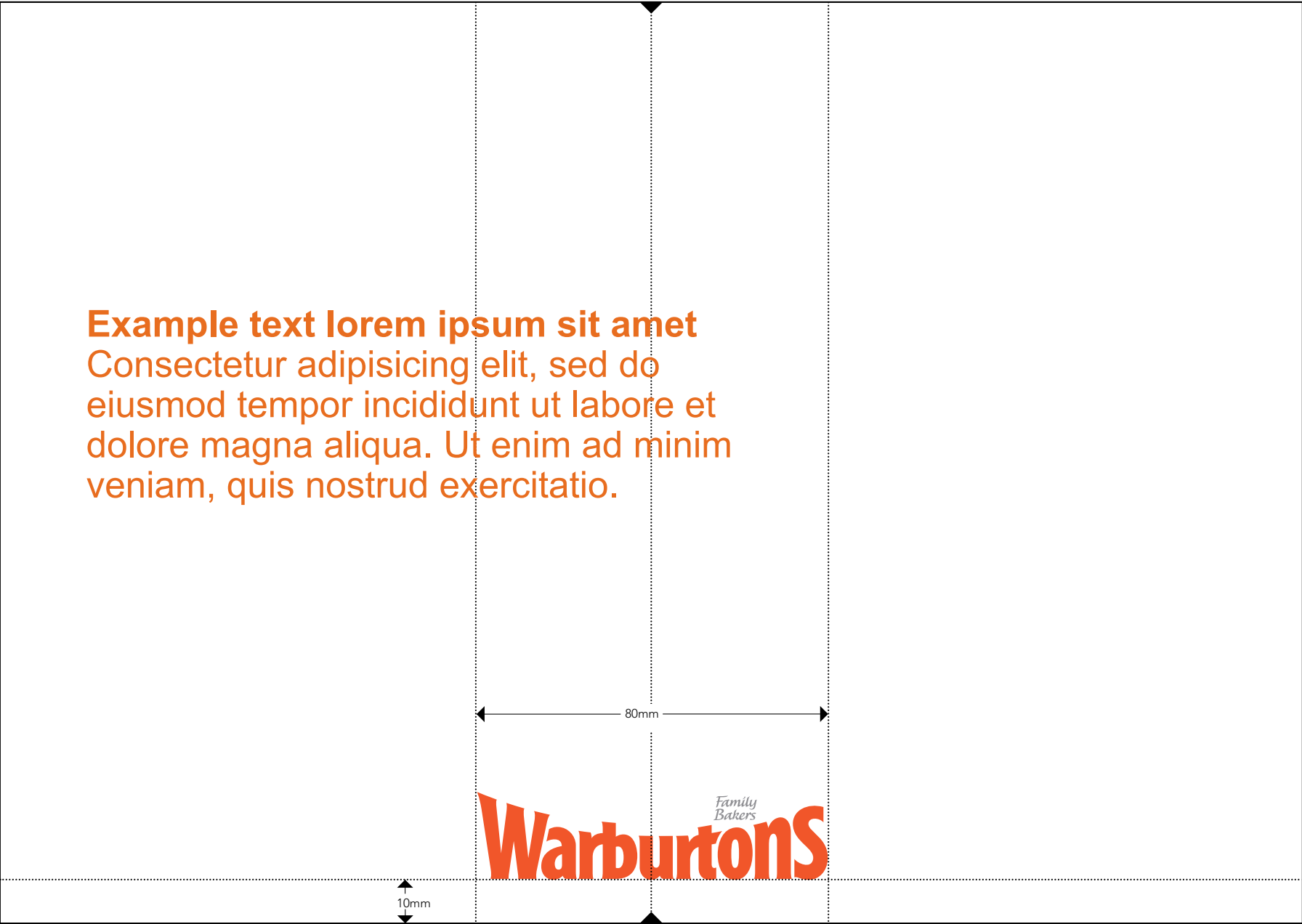
When placing the medium negative brandmark on landscape pages, use positioning as shown on this page.



OUR BRANDMARK
PLACEMENT
MEDIUM BRANDMARK

Landscape pages

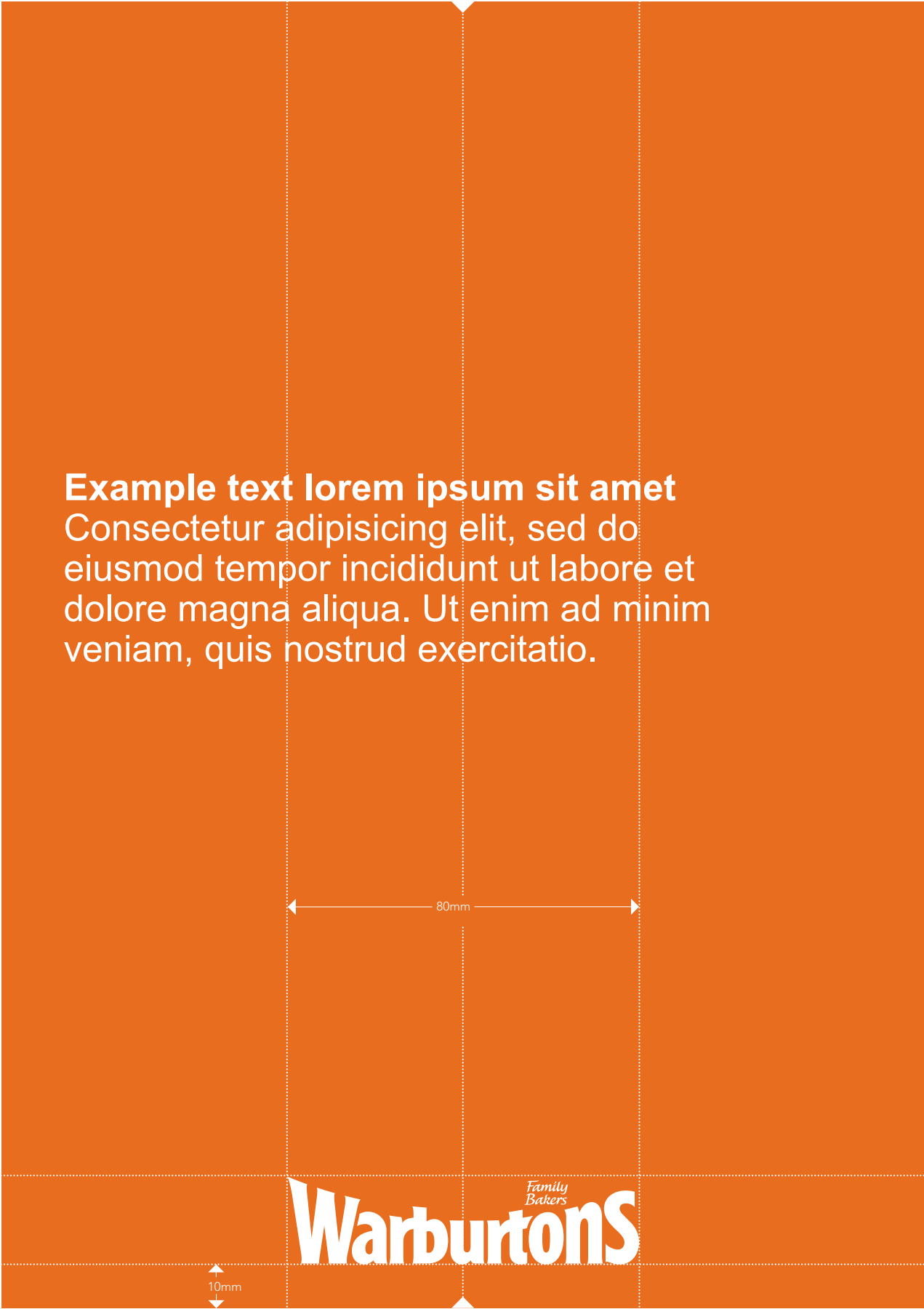
When placing the medium positive brandmark on landscape pages, use positioning as shown on this page.



OUR BRANDMARK
PLACEMENT
MEDIUM BRANDMARK

Portrait pages

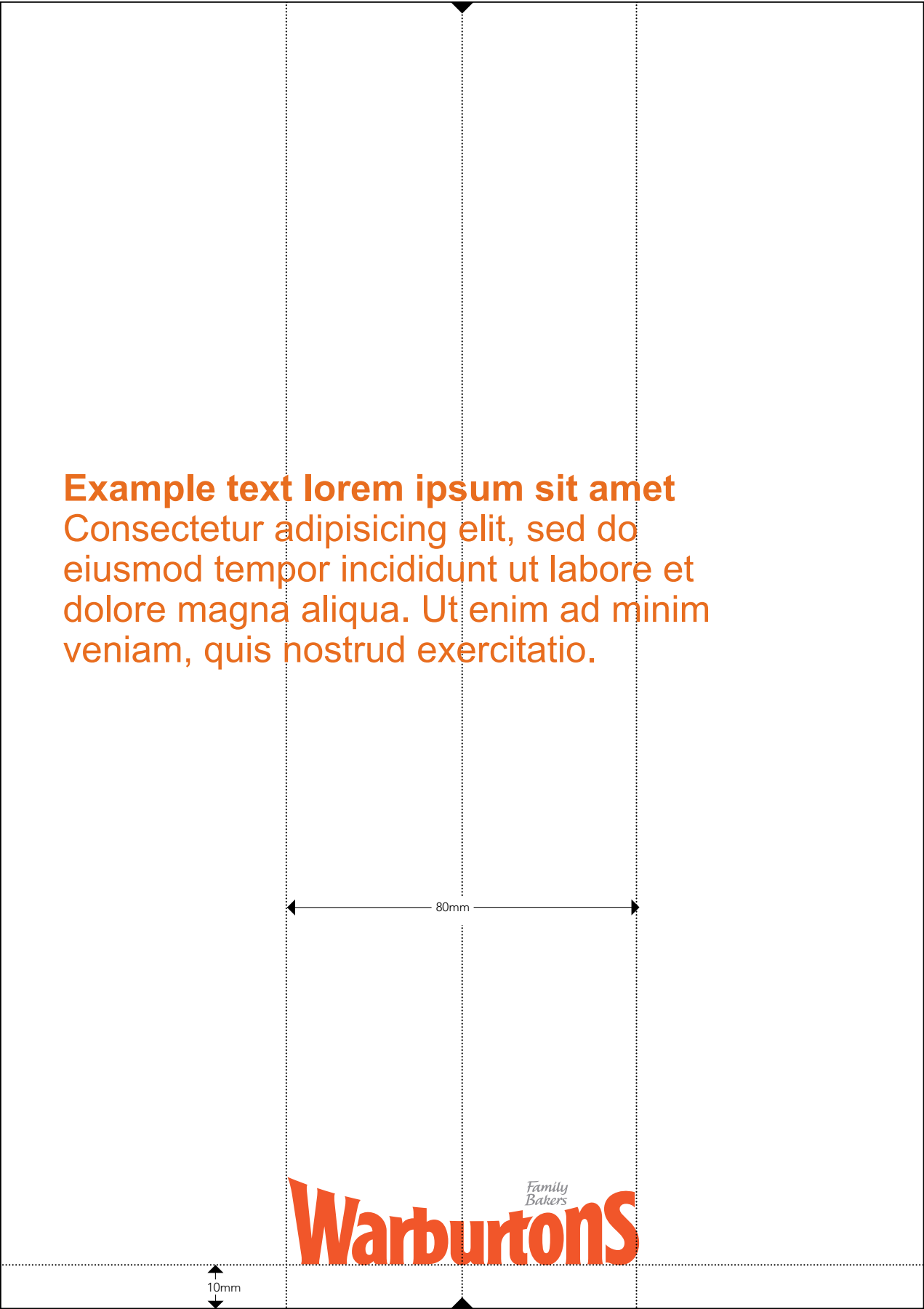
When placing the medium negative brandmark on portrait pages, use positioning as shown on this page.



OUR BRANDMARK
PLACEMENT
MEDIUM BRANDMARK

Portrait pages

When placing the medium positive brandmark on portrait pages, use positioning as shown on this page.

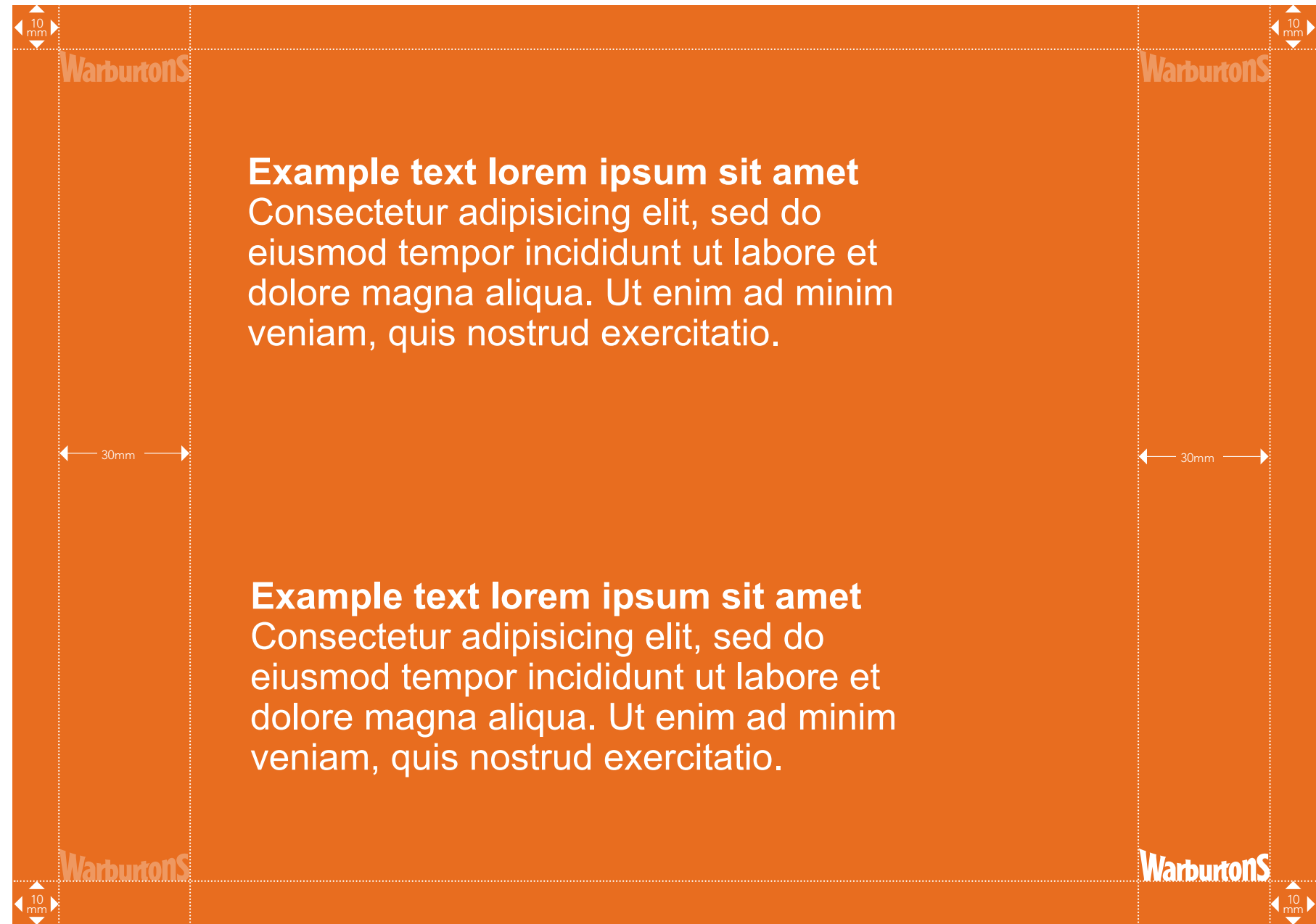


OUR BRANDMARK PLACEMENT SMALL BRANDMARK

Landscape pages

When using the small negative brandmark on landscape pages, it should be placed in one corner of the page as shown on this page.

NB. The preferred placement of our small brandmark is the bottom right hand corner, but the other corners are acceptable if necessary. (i.e when brandmark appears on co-branded material)

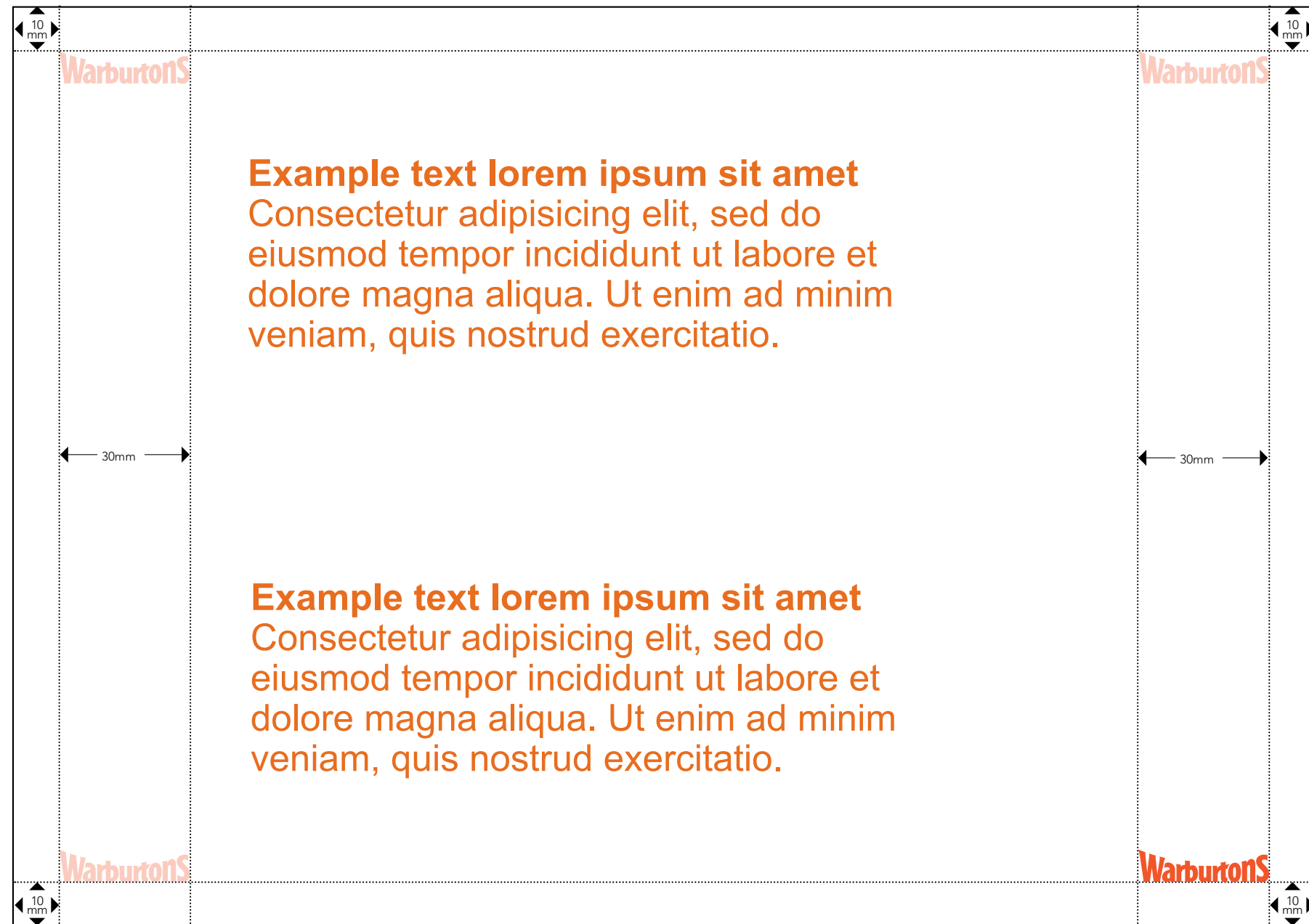


OUR BRANDMARK PLACEMENT SMALL BRANDMARK

Landscape pages

When using the small positive brandmark on landscape pages, it should be placed in one corner of the page as shown on this page.

NB. The preferred placement of our small brandmark is the bottom right hand corner, but the other corners are acceptable if necessary. (i.e when brandmark appears on co-branded material)

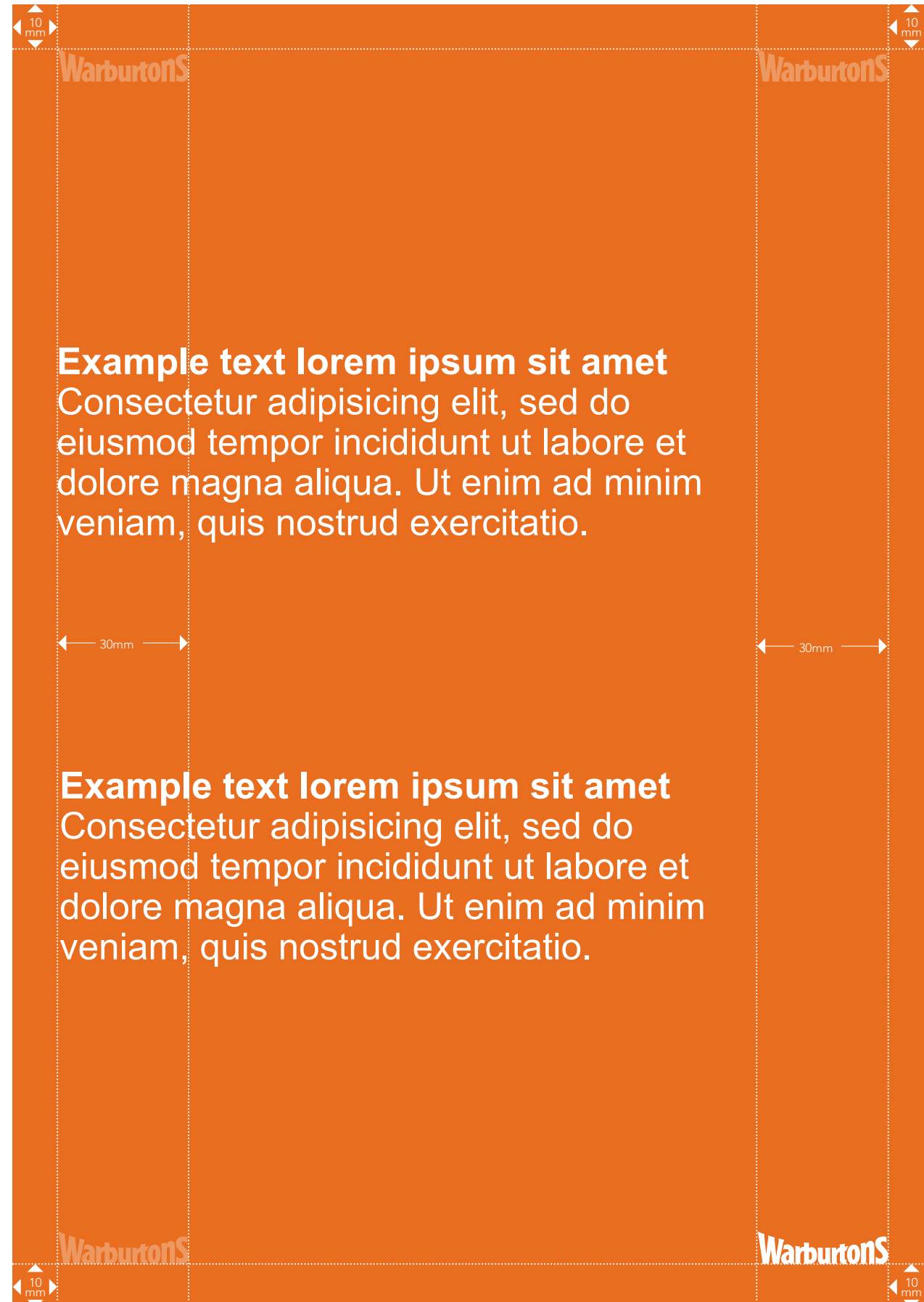


OUR BRANDMARK PLACEMENT SMALL BRANDMARK

Portrait pages

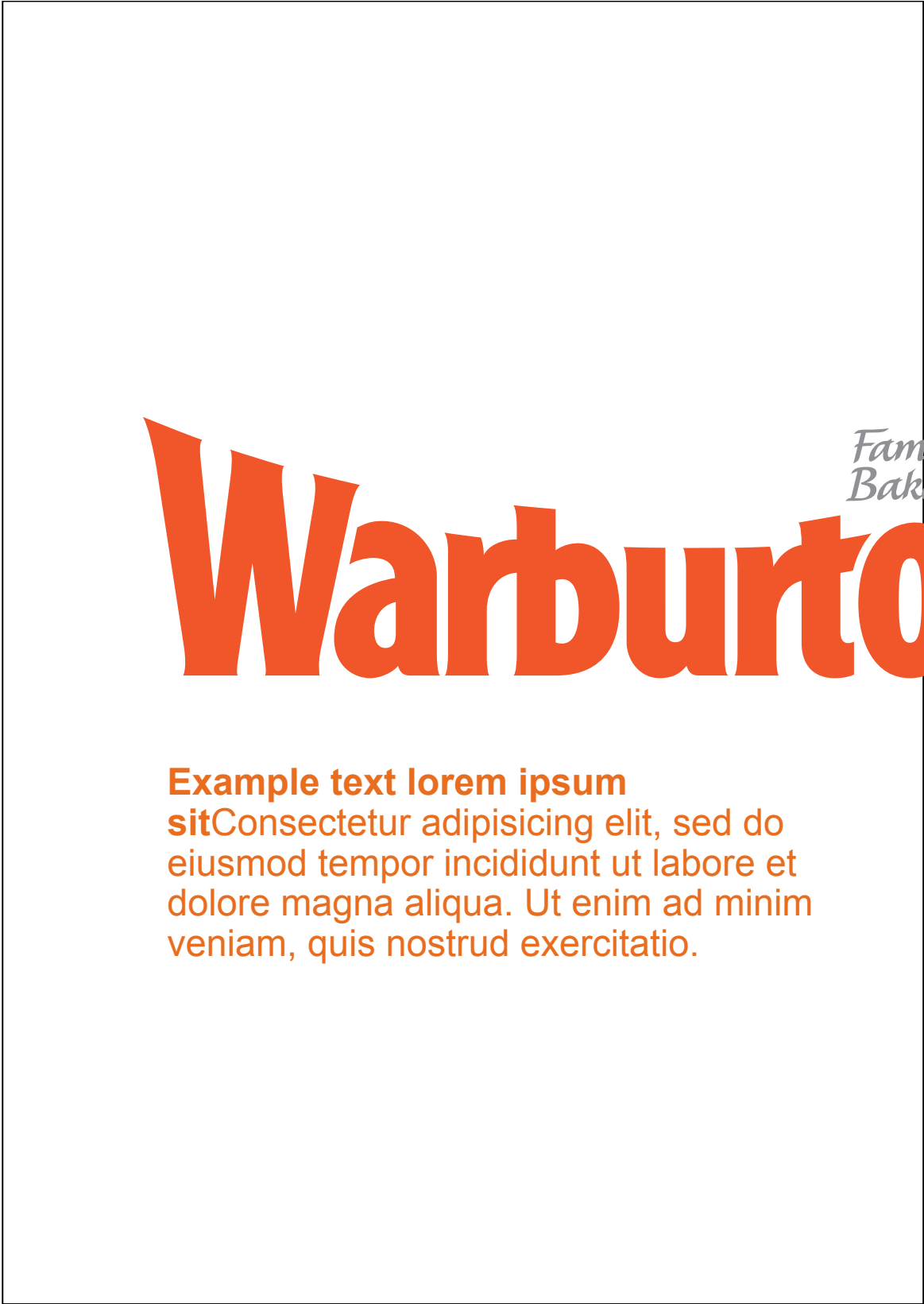
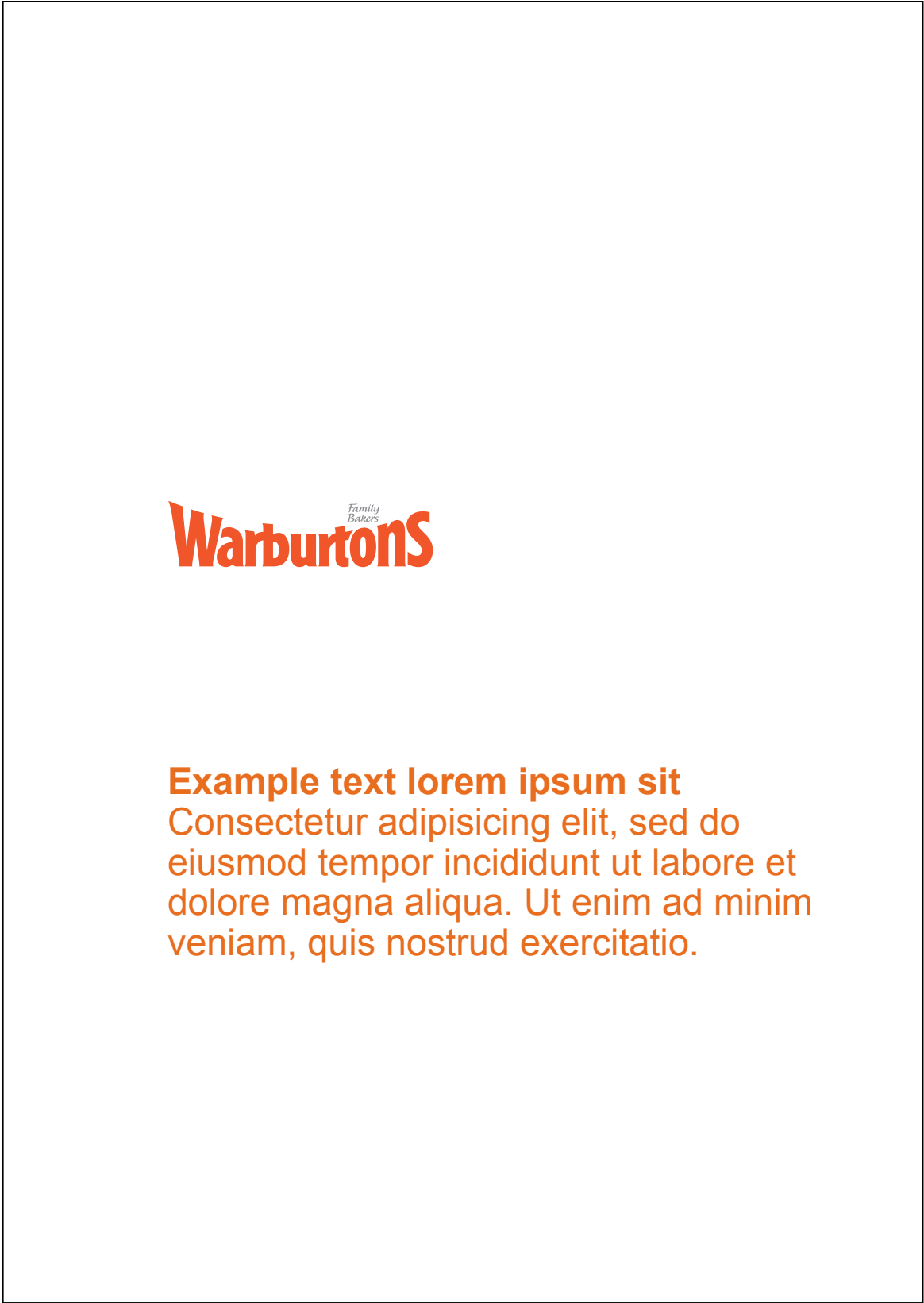
When using the small negative brandmark on portrait pages, it should be placed in one corner of the page as shown on this page.

NB. The preferred placement of our small brandmark is the bottom right hand corner, but the other corners are acceptable if necessary. (i.e when brandmark appears on co-branded material)



OUR BRANDMARK
PLACEMENT
DON'TS

Do not place the brand mark in a position other than described in the previous pages.



Primary palette

BAKED ORANGE

SPECIAL COLOUR
PMS 173c

ON SCREEN
r209
g68
b20

FAMILY BAKERS

SPECIAL COLOUR
Cool grey 9

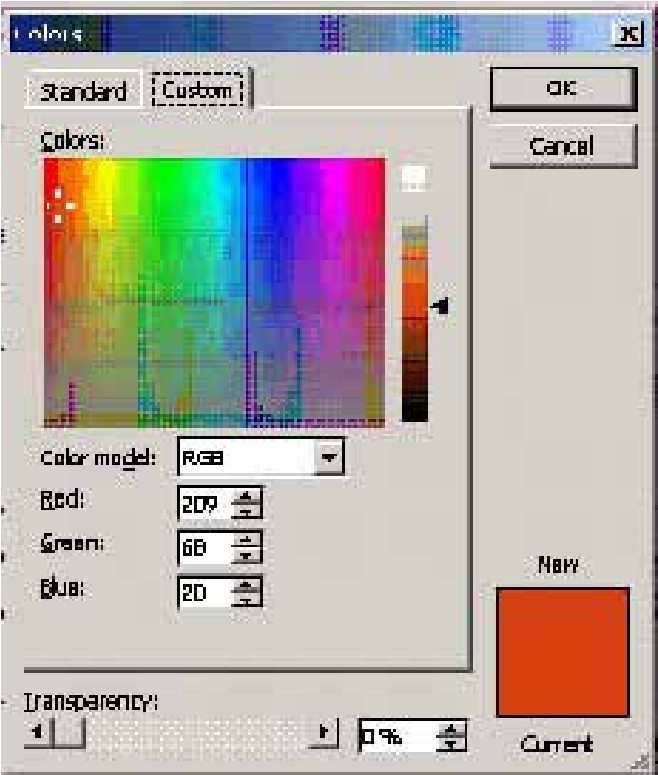
ON SCREEN
r116
g118
b 121

Secondary palette

White	SPECIAL COLOUR PMS 397c	SPECIAL COLOUR PMS 542c
	ON SCREEN r193 g191 b10	ON SCREEN r102 g147 b188
SPECIAL COLOUR PMS 7405c	SPECIAL COLOUR PMS 258c	SPECIAL COLOUR PMS 131c
ON SCREEN r237 g194 b0	ON SCREEN r155 g79 b150	ON SCREEN r198 g147 b150

RGB values

You can select the exact colours within our palette by selecting More Colours, Custom Colours and entering the figures in to the boxes Red, Green and Blue.



These are the typefaces you must use for our internal communications. From now on other fonts must not be used. There is a suite of fonts for externally produced documents – please contact Vanessa Blackledge if you require further information.

Functional typefaces

This typeface should be used for body copy in Word documents and presentations.

AVENIR LT STD

35 LIGHT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890@£\$%^&*()_+={}[]“?”/\&
Oblique

Display typefaces

This should be used for headlines and to create visual interest within a document for sub headings etc.

HERNANDEZ

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£\$%^&*()_+={}[]“?”/

System font

When Avenir or Hernandez is not available or practical, Arial should be used. This is a default system font available on most computers.

ARIAL

REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890@£\$%^&*()_+={}[]“?”/\

REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£\$%^&()_+={}[]“?”/*

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£\$%^&*()_+={}[]“?”/

BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£\$%^&*()_+={}[]“?”/

OFFICE TEMPLATES

Basic templates have been updated for you to use. Please see next page for details of how to access these.

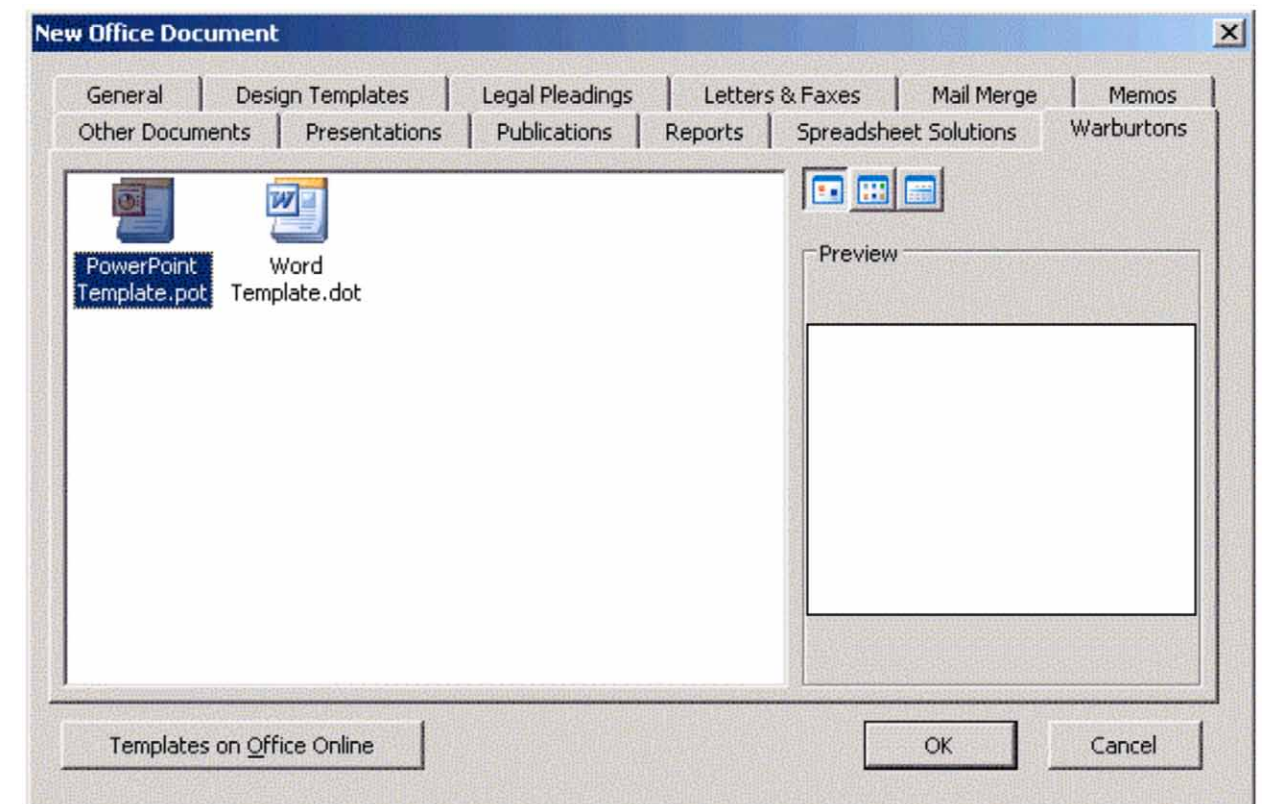


OFFICE TEMPLATES

In order to ensure the appropriate use of the new brand identity, a number of templates have been created for you to use. To access these templates:



1. In the bottom left hand side of your screen, click on **Start -> New Office Document**



2. The screen (above) will appear.
3. Click on the **Warburtons** tab.
4. Select the template you would like to use.

OUR DESIGN APPROVALS PROCESS

From now onwards, the design of anything which bears our brand logo e.g. packaging, posters, leaflets, signage, uniforms, vehicles, pos, communication materials and all forms of branded communication will require approval by the Marketing Director, Richard Hayes, pre production and release.

Any new activity bearing the brand design and associated visuals should be discussed with Vanessa Blackledge in the first instance, who will co-ordinate the approvals process.

If you have any questions on working with our new brand guidelines and approvals process please contact Vanessa Blackledge.



Thank you for taking the time to read this document.

We will soon be releasing a more detailed guidelines document which will contain further information on how our brand works in all our communications, both internal and external.

WarburtonS
Family Bakers