Brand guidelines 2011

Spirit

PUB COMPANY

Introduction

Our brand's success is dependent upon the perceptions and experiences of its audience. With the media landscape constantly changing and the need for greater sophistication to reach audiences with a marketing message, the importance of our Spirit Pub Company brand cannot be understated.

These guidelines have been designed to outline how the Spirit identity must be used to clarify what our values are and to ensure continuity throughout all of our communications, whilst maximising our marketing message. The brand must work from the inside out for it to be truly effective and therefore we must all learn to apply it with the following in mind.

Welcome to our Brand.

Spirit

PUB COMPANY

Crusade.

Full colour cmyk version

Guide:
The 'Crusade' is a graduated illustration and should only be reproduced as an illustrator eps or Photoshop, jpeg, tiff files. Please do not reproduce the logo in any way, please use officially supplied logo files only.

Our logotype.

Secondary Logotype Variations

Full colour cmyk white out

Greyscale

Mono black

Mono White

Guide:
Please note there are RGB versions of the logo available, please ensure the correct logo is used for web use.

Our logotype.

Logotype Rules

Primary Logo

X equals the 'proportional' height between the base of the 'P' and the base of the 'S' of the logotype. An exclusion area of 'X' should always be adhered to when placing the logo.

Small Scale Logo

20mm

Guide:
An alternative logo is available for use at smaller scales where the words 'Pub Company' risk becoming illegible. The minimum width the logotype should appear is a 20mm.

Note:
Please don't distort, corrupt or manipulate the original logotype in any way.

Our logotype.

Logo Usage

Spirit PUB COMPANY

Guide:
It is important that the original artwork is always used and not distorted or adapted in any way. Examples are shown here that are not permitted.

Spirit

✗ **Do Not** lose 'Pub Company'

Spirit

✗ **Do Not** place over complex backgrounds

To celebrate national Real Ale week, **Spirit** PUB COMPANY is pleased to announce...

✗ **Do Not** place within copy content

Spirit PUB COMPANY   **Spirit** PUB COMPANY

✗ **Do Not** stretch or squash

Spirit PUB COMPANY   **Spirit** PUB COMPANY

✗ **Do Not** box off or place within a shape

SPIRIT

✗ **Do Not** try to recreate

Spirit PUB COMPANY

✗ **Do Not** rotate

spirit PUB COMPANY

✗ **Do Not** skew

Spirit QUIZ NIGHT

✗ **Do Not** create sub brands

spirit GROUP

✗ **Do Not** use old logo

Spirit
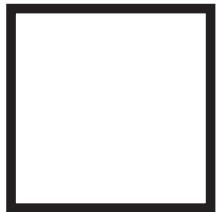
✗ **Do Not** use other brand colours

Our logotype.

Primary Colour Palette

Spirit
PUB COMPANY

Here are examples of our primary colour palettes broken down in to print and non-print reference. These colours are for use as the main highlight colour on a page, for example titles and headers, primary background colours, and primary colours in illustrations such as graphs, slides, tables and photographs.

White
C0 M0 Y0 K0
R255 G255 B255

Black
C0 M0 Y0 K100
R0 G0 B0

Guide:
Use black and white as holding or frame colours for the red on red gradient colours.

Dark Red
C30 M100 Y90 K35
R129 G22 B32

Flame Red
C10 M100 Y95 K5
R207 G30 B41

Bright Red
C0 M100 Y100 K0
R237 G28 B36

Amber
C0 M80 Y95 K0
R241 G90 B41

Orange
C0 M65 Y95 K0
R244 G121 B41

Our colour palette.

Graduated Colour Palette

Here are 3 examples of Red on Red gradients
made up from the Red on Red palette.

Dark

Standard

Bright

Guide:
These gradients are to
be used sparingly at the
designer's discretion.

Our colour palette.

Secondary Colour Palette

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Complimentry colours

Pewter	Dark Mauve	Olive	Warm Gray	Sun Yellow
C35 M10 Y0 K65	**C50 M60 Y18 K5**	**C45 M35 Y100 K0**	**C15 M20 Y0 K20**	**C0 M30 Y100 K0**
R74 G96 B115	R135 G109 B149	R157 G150 B58	R157 G167 B190	R253 G185 B19

Highlight colours

Guide:
This secondary palette is to be used sparingly at the designer's discretion.

Blue Black	Rubine	Bright Green	Sky	Lemon
C100 M100 Y50 K50	**C15 M100 Y10 K5**	**C50 M0 Y100 K0**	**C60 M0 Y0 K0**	**C0 M15 Y100 K0**
R22 G17 B56	R197 G16 B123	R141 G198 B63	R68 G200 B245	R255 G212 B0

Our colour palette.

Typefaces-Print

Spirit
PUB COMPANY

Guide:

The ITC Lubalin Graph fonts should be used for headline & subhead messages

The Spirit Pub Company Brand Fonts.

ITC Lubalin Graph - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ITC Lubalin Graph - Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwx-
yz0123456789**

Weight: Book/Demi
Colour: Any of the appropriate Spirit Primary Colours
Case: Lower or Upper
Style: Normal
Alignment: Left

Guide:

The Helvetica Neue fonts should be used for body copy & small-print

The Spirit Pub Company Corporate Fonts.

Helvetica Neue - 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Weight: Thin/Roman
Colour: Any of the appropriate Spirit Primary
or Secondary Colours and 100% & 80% black
Case: Lower or Upper
Style: Normal
Alignment: Left

Our fonts.

Typefaces-Online & Internal Communications

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The Spirit Pub Company Brand Fonts.

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

Weight: Normal/Bold
Colour: Black
Case: Lower or Upper
Style: Normal/Italic
Alignment: Left

For all letters.
Weight: Normal/Bold
Colour: Black
Case: Lower or Upper
Style: Normal/Italic
Alignment: Justified

Our fonts.

Stationery

This is how the brand is applied to corporate stationery.

Letters should be typed using the Arial or Helvetica brand fonts.
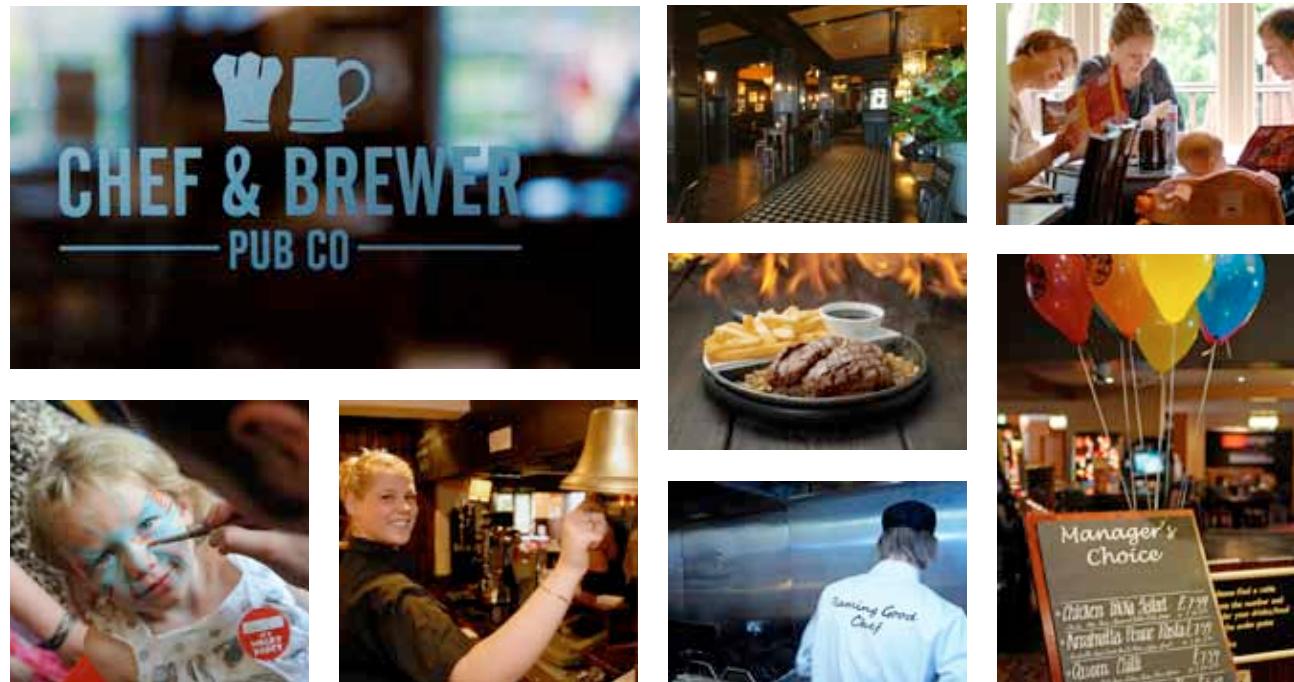
Imagery

The photography used in all Spirit's communications must convey the great guest experiences that our pub teams create. They should be warm, inviting and fun whilst at the same time demonstrating the high standards that we pride ourselves on.

Guide:
All images must be to a professional standard.

Web images can be 72 DPI, but in all print publications 300 DPI is the minimum requirement. If in doubt, please refer to the PR and Communications Team, which has a library of images at its disposal.