BRAND BOOK — 2013



Master logo and additions

Master logotype

Plymouth Energy COMUNITY



Master logotype / colour variations

Plymouth Energy COMUNITY

Master logotype / Size usage

Logo should not be used any smaller than 20mm









20mm

Master logotype / Usage

Logo should not be distorted, stretched or played with in any way. Please use the logos provided.





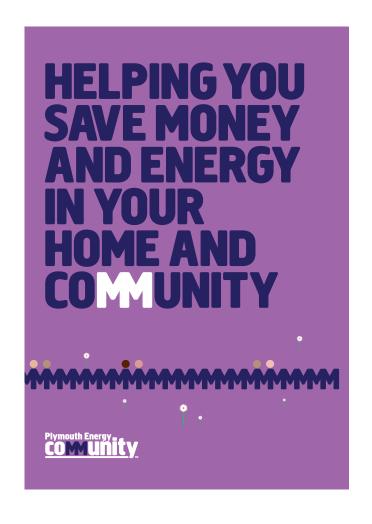






Master logotype / Placement usage

The master logo should appear in the bottom left of the document where possible.







Master logotype / Additional logo

Wherever possible, the master logo should appear on its own. The majority of documents will have backs or back covers. Additional logos can be placed here. Only when there is an event run in partnership with another organisation should the master logo be placed alongside other logos. In this instance, all logos where possible should be spaced evenly and at the same size.

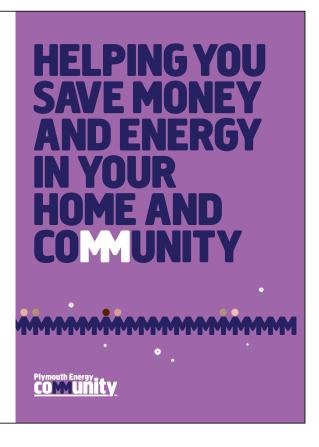
Plymouth Energy Community, Floor 8,

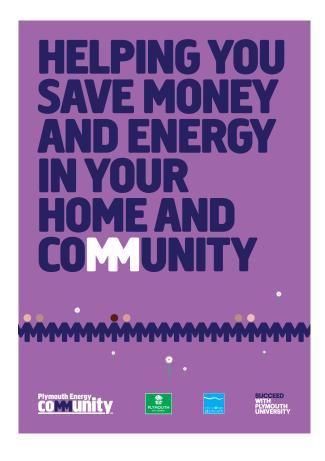
Civic Centre, Plymouth, PL1 2AA

www.plymouthenergycommunity.com 01752 477 067









Typography

10

Master Headline font

Creighton Bold AaBbCcDdEeFfGghijklmnopqrstuvwxyz 1234567890 !@€\$%^&*()



Creighton Regular
AaBbCcDdEeFfGghijklmnopqrstuvwxyz
1234567890 !@€\$%^&*()

Creighton Italic
AaBbCcDdEeFfGghijklmnopqrstuvwxyz
1234567890 !@€\$%^&*()

Creighton Bold

AaBbCcDdEeFfGghijklmnopqrstuvwxyz
1234567890 !@€\$%^&*()

Secondary font

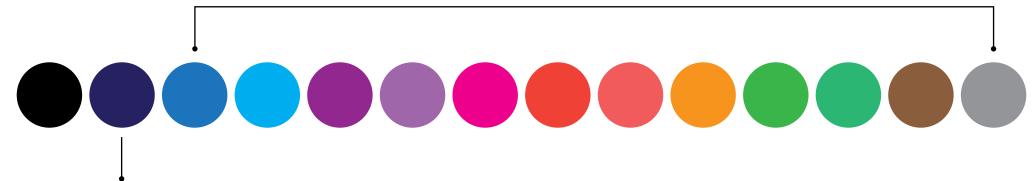
Helvetica Neue AaBbCcDdEeFfGghijklmnopqrstuvwxyz 1234567890 !@£\$%^&*()

Where Creighton can't be used for body text, please use Helvetica or Arial online

Colourways

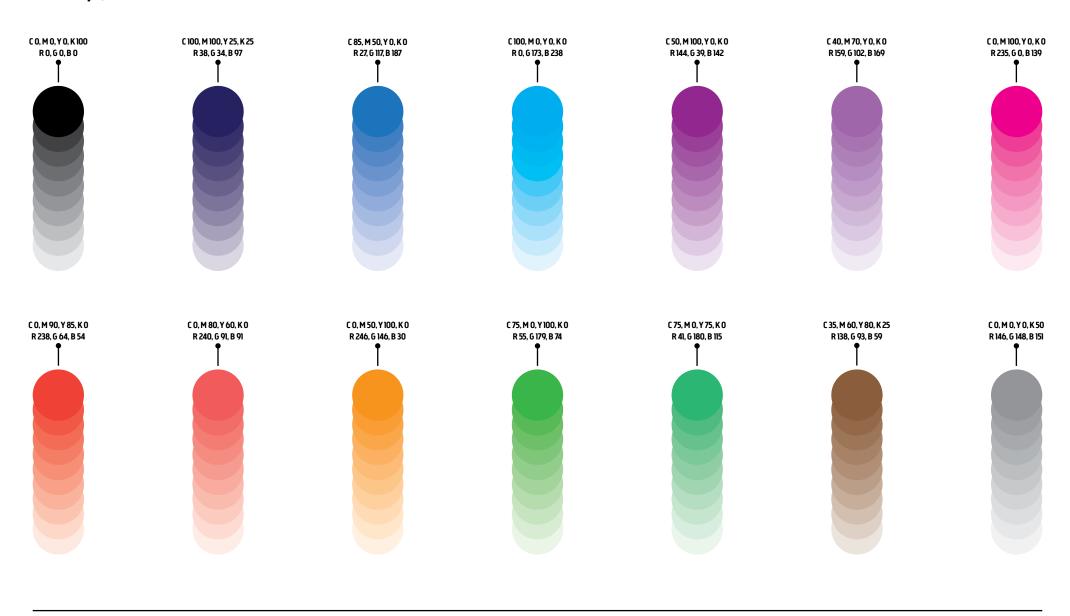
Colourways

Background colours



Use this blue for headline typography in all instances. If blue cannot be used, revert to black or white.

Colourways / CMYK and RGB Ref



Messaging

Initial messages

- Plymouth Energy Community. Helping you save money and energy
- It's all about people power
- Saving money and energy for Plymouth's communities
- Save money and energy in Plymouth's communities
- Save money and energy in Plymouth's business communities
- Save money and energy and become a community champion

Messaging in situ

A4 size with messaging

Plymouth Energy Comunity — Helping you save money and energy

It's all about people power plymouthenergycommunity.co.uk

Plymouth Energy COMUNITY

A5 size with messaging

Plymouth Energy
Comunity —
Helping you save
money and energy

Plymouth Energy COMUNITY

It's all about people power

plymouthenergycommunity.co.uk

DL size with messaging

Plymouth
Energy
Comunity —
Helping you
save money
and energy

It's all about people power plymouthenergycommunity.co.uk

Plymouth Energy COMMUNITY

Business card size

Plymouth Energy
Co.M. Unity—
Helping you save
money and energy

Its at about propin power
plymouthness grammonthy as ak

John Smith
Plymouth Every Community

E. 075212456
plymouthness grammonthy as ak
plymouthness grammonthy as ak
plymouthness grammonthy as ak



A4 size with messaging

Plymouth Energy Comunity — Helping you save money and energy

It's all about people power plymouthenergycommunity.co.uk

Larem is sum dotor sit amet, consecteur adipticing ells sed de eissmod tempor incididuit ut babor et dotor mappa aliqua. Ut end a minim ventam, quis notrotrut exercitation ultamon laboris insi ut aliquip ex ea commodo consequat. Duis auté inure dotor in reprehendeit in voluptate vell esse cillum adoire eu lugist multa parlatur. Excepteur sint ocareat cupidatat non proident, sunt in culpa qui difficia deservant motilità ami in est laborum.

COMMUNITY

A5 size with messaging and illustration



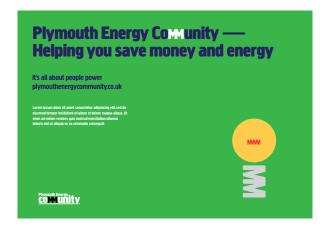
DL size with messaging and illustration

Plymouth
Energy
Community—
Helping you
save money
and energy

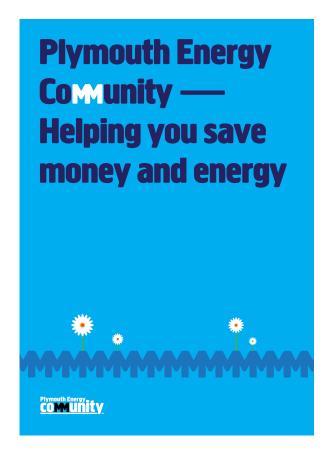
It's all about people power
plymouthenergycommunity.co.uk

Leren jene priche of the forest of other in the control of the co

A5 landscape with messaging and illustration



A4 size with messaging



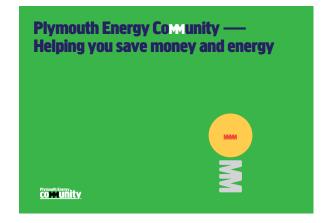
A5 size with messaging and illustration

Plymouth Energy
Comunity —
Helping you save
money and energy

DL size with messaging and illustration

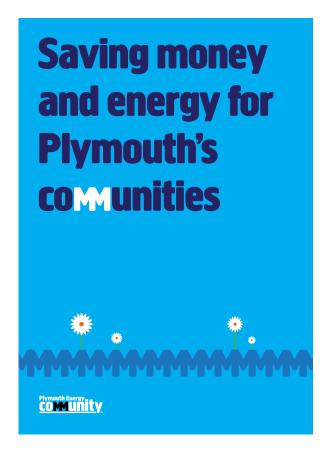
Plymouth
Energy
Comunity —
Helping you
save money
and energy

A5 landscape with messaging and illustration





A4 size with messaging



A5 size with messaging and illustration

Saving money and energy for Plymouth's comunities

DL size with messaging and illustration

COMUNITY

Saving money and energy for Plymouth's communities



A5 landscape with messaging and illustration



A4 size with messaging

SAVE
MONEY
AND ENERGY
IN PLYMOUTH'S
COMMUNITIES

COMUNITY

A5 size with messaging

SAVE
MONEY
AND ENERGY
IN PLYMOUTH'S
COMMUNITIES

Plymouth Energy COMMUNITY

A5 size with messaging

SAVE
MONEY
AND ENERGY
IN PLYMOUTH'S
BUSINESS
COMMUNITIES

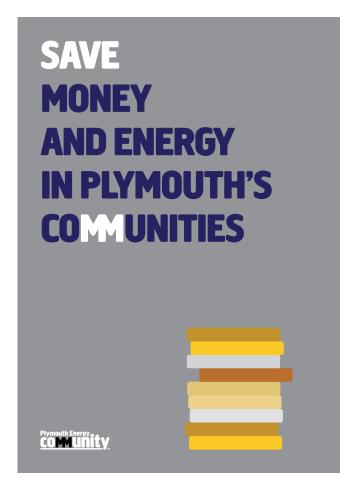
Plymouth Energy COMUNITY

DL size with messaging

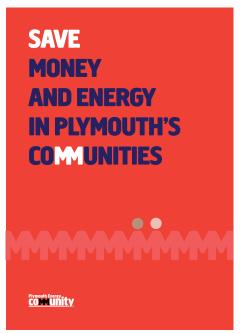
SAVE
MONEY
AND ENERGY
AND BECOME
A COMMUNITY
CHAMPION



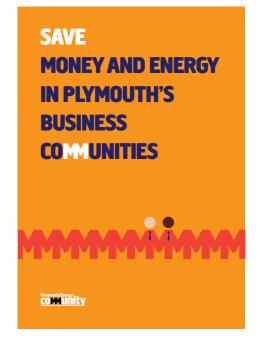
A4 size with messaging



A5 size with messaging



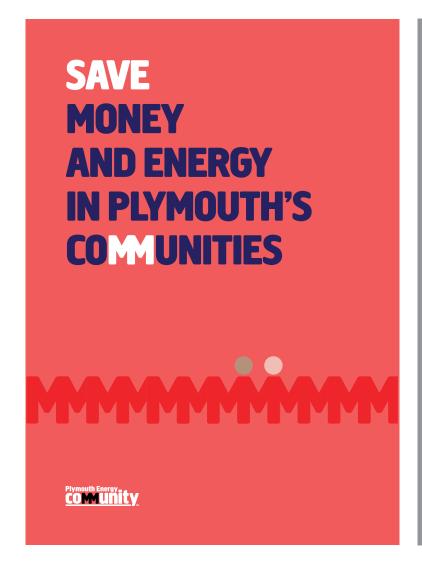
A5 size with messaging



DL size with messaging



A5 2pp leaflet



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia conseguuntur magni dolores eos qui ratione voluptatem segui nesciunt. Negue porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi conseguatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur. Plymouth Energy CO V Unity

Geodesic design (3x2m)



Pull up graphics (800x2000mm)







Stationery

WORKING TOGETHER TO HELP YOUR COMMUNITY

www.plymouthenergycommunity.com 01752 477 067

Plymouth Energy Community, Floor 8, Civic Centre, Plymouth PL1 2AA

51 Studio Residence 2 Room 2 Royal William Yard Plymouth, PL1 3RP

Dear Da

Lorem ipsum dolor sit amet, consectetur adipisicing ellt, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitátion ullamos baboris nisi ut aliquip ex ex commodo consequat. Duis aute irure dolor in reprehender in voluptate veilt esse cillum dolore eu fugiat nutila pariatur. Excepteur sini cocacact quidatat non proident, sunt in cuja qui difficia deservant moliit amini de si taborum."

Sed ut perspicialis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatea vitiae dicta sunt explicatio. Nemo enim ipsam voluptatem quia voluptates it aspernatur aut odit aut fugit, sed quia consequentur magni dolores eco qui rescinut. Neque porro quisquame set, uni dolorem isquin equato enim isquis evelu, rescinut enumquam etias modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ce «a commodi consequatur? Quis autem vel eum ture reprehendent qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptates nulla pariatur.

Yours

Gerard and Andrew



WORKING TOGETHER TO HELP YOUR COMMUNITY

ANDREW SHADRAKE
www.plymouthenergycommunity.com
01752 477 067 – Plymouth Energy Community,
Floor 8, Civic Centre, Plymouth PL1 2AA

Plymouth Energy CO W Unity

IT'S ALL ABOUT PEOPLE POWER

WORKING TOGETHER TO HELP YOUR COMMUNITY

MARKING TOGETHER TO HELP YOUR COMMUNITY

MARKET TO H



Iconography

Money



Flower



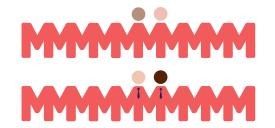
'M' with crown



Crown



People / community and business



Lightbulb



M Twitter



M Twitter



Christmas tree



Summer / Ice cream



Winter / rainy day



Easter egg



Any queries you may have regarding the Plymouth Energy Community identity, please contact the brand guardians: Knowledge, Creative Director, Room 2, Residence 2, Royal William Yard, Plymouth, PL1 3RP. anouska@wehaveknowledge.com

