

BRAND BOOK — 2013



Master logo and additions

Master logotype

Plymouth Energy
COMMUNITY™

Plymouth Energy
COMMUNITY™

Master logotype / colour variations

Plymouth Energy
COMMunity™

Plymouth Energy
COMMunity™

Plymouth Energy
COMMunity™

Plymouth Energy
COMMunity™

Plymouth Energy
COMMunity™

Plymouth Energy
COMMunity™

Plymouth Energy
COMMunity™

Plymouth Energy
COMMunity™

Master logotype / Size usage

Logo should not be used any smaller than 20mm

Plymouth Energy
COMMunity™

Plymouth Energy
COMMunity™

Plymouth Energy
COMMunity™

Plymouth Energy
COMMunity™

20mm
•-----•
Plymouth Energy
COMMunity™

Master logotype / Usage

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

**X****X****X**

Master logotype / Placement usage

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



Typography

Master Headline font

Creighton Bold

AaBbCcDdEeFfGghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()

Aa

Creighton Regular

AaBbCcDdEeFfGghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()

Creighton Italic

AaBbCcDdEeFfGghijklmnopqrstuvwxyz

1234567890 !@£\$%^&()*

Creighton Bold

AaBbCcDdEeFfGghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()

Secondary font

Helvetica Neue

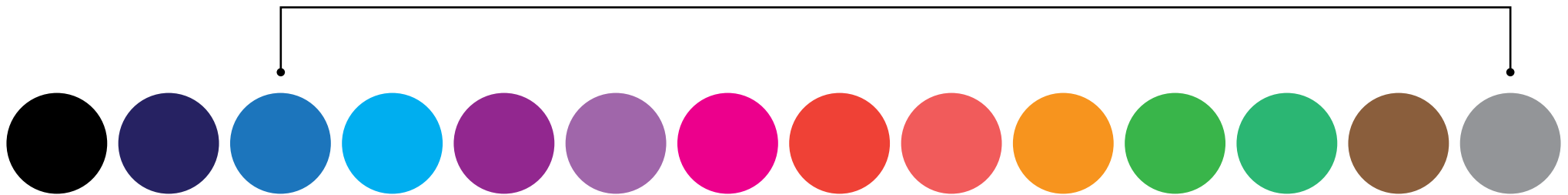
AaBbCcDdEeFfGghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

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

Colourways

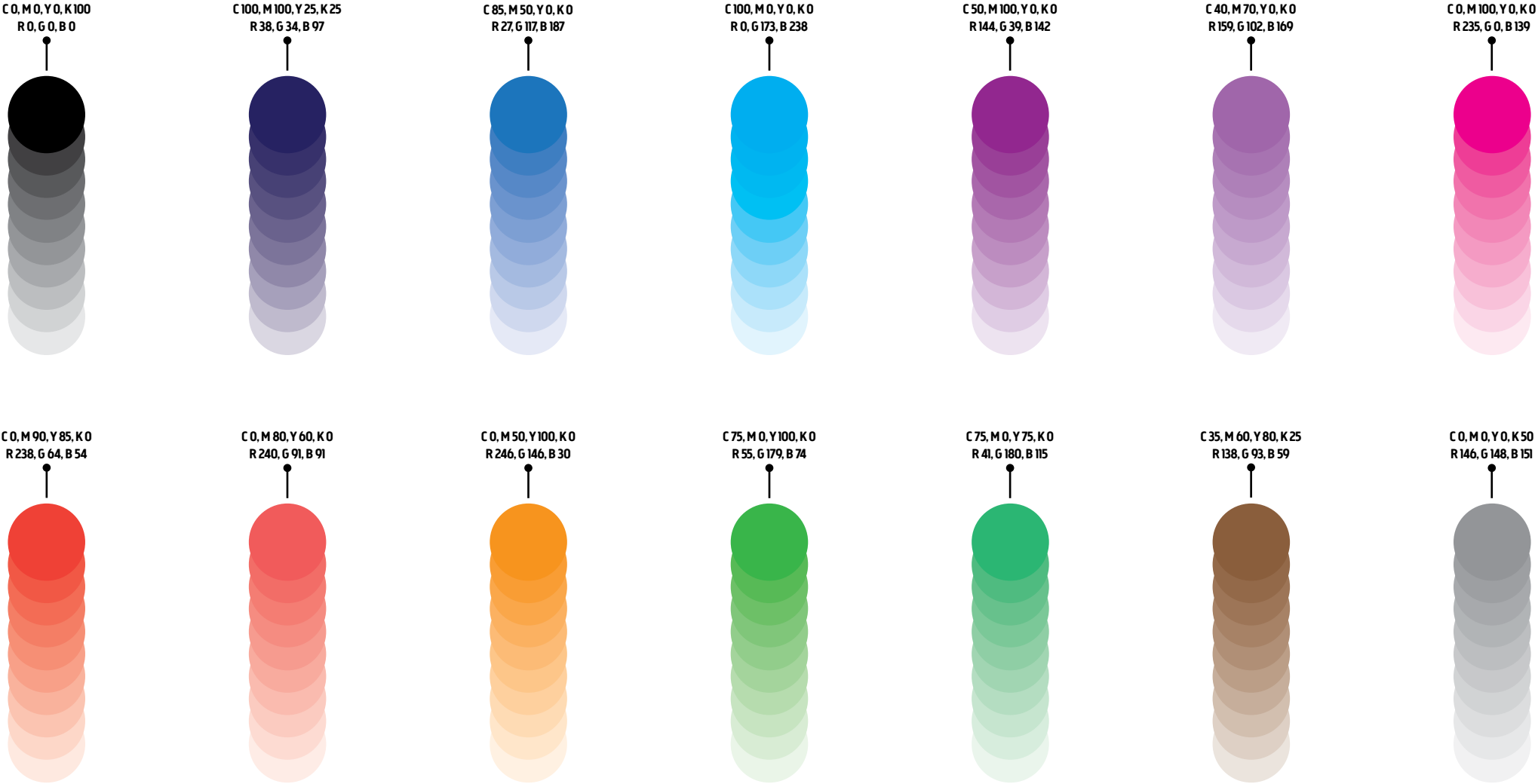
Colourways

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



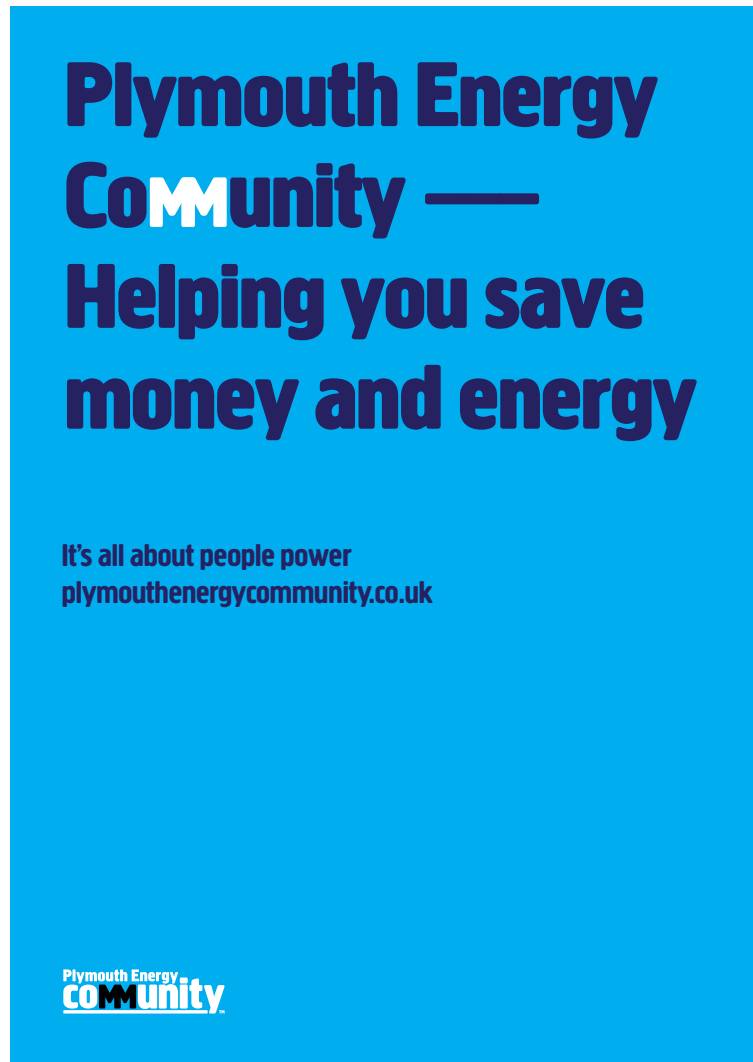
Messaging

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
Community —
Helping you save
money and energy**

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

Plymouth Energy
community

A5 size with messaging



**Plymouth Energy
Community —
Helping you save
money and energy**

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

Plymouth Energy
community

DL size with messaging



**Plymouth
Energy
Community —
Helping you
save money
and energy**

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

Plymouth Energy
community

Business card size



**Plymouth Energy
Community —
Helping you save
money and energy**

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

John Smith
Plymouth Energy Community
t: 01752 123 456
e: john@plymouthenergycommunity.co.uk
plymouthenergycommunity.co.uk

Plymouth Energy
community

A4 size with messaging

Plymouth Energy Community — Helping you save money and energy

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

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Plymouth Energy community

A5 size with messaging and illustration

Plymouth Energy Community — Helping you save money and energy

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

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Plymouth Energy community

DL size with messaging and illustration

Plymouth Energy Community — Helping you save money and energy

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

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Plymouth Energy community

A5 landscape with messaging and illustration

Plymouth Energy Community — Helping you save money and energy

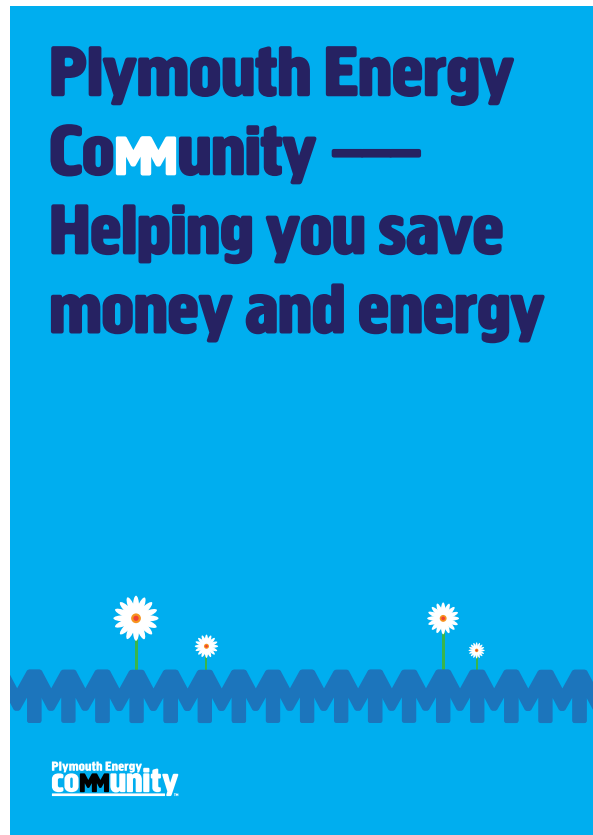
It's all about people power
plymouthenergycommunity.co.uk

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

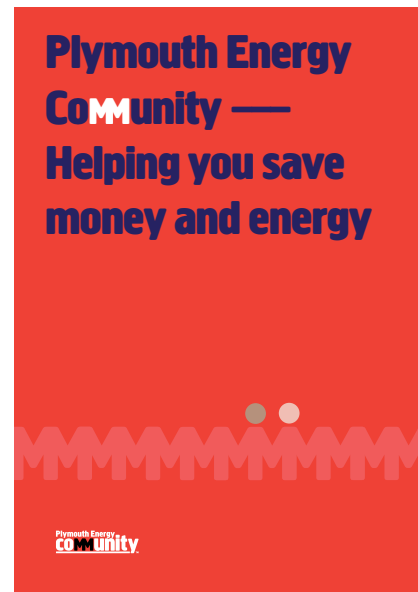
Plymouth Energy community



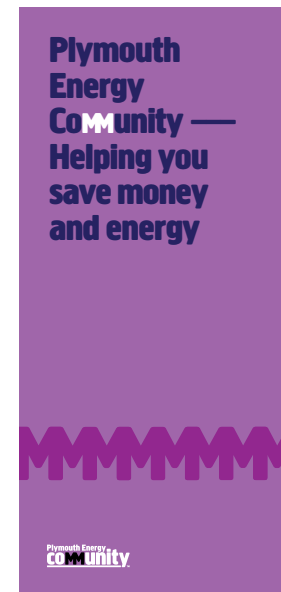
A4 size with messaging



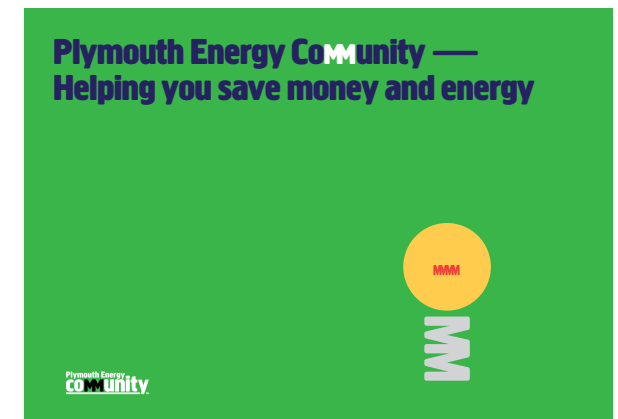
A5 size with messaging and illustration



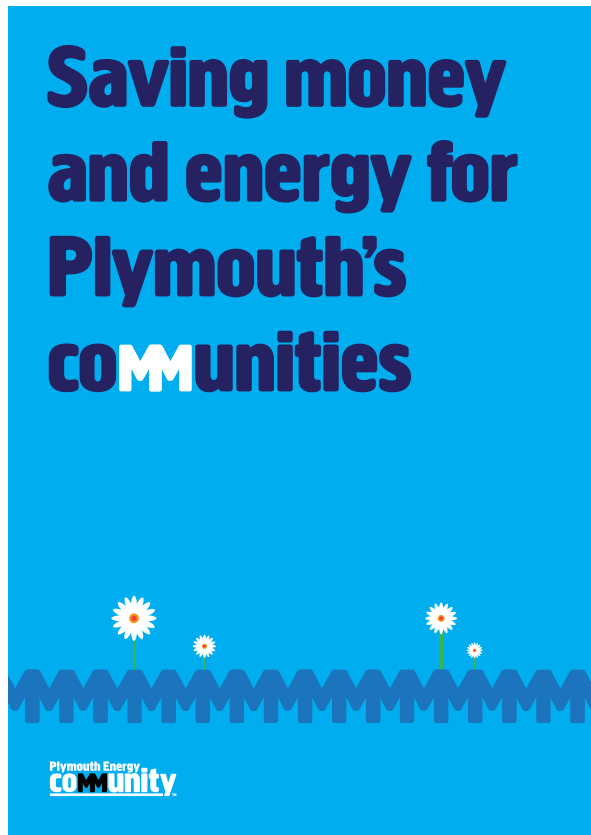
DL size with messaging and illustration



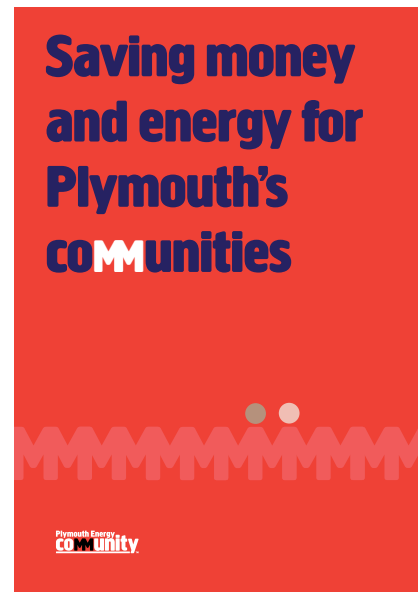
A5 landscape with messaging and illustration



A4 size with messaging



A5 size with messaging and illustration



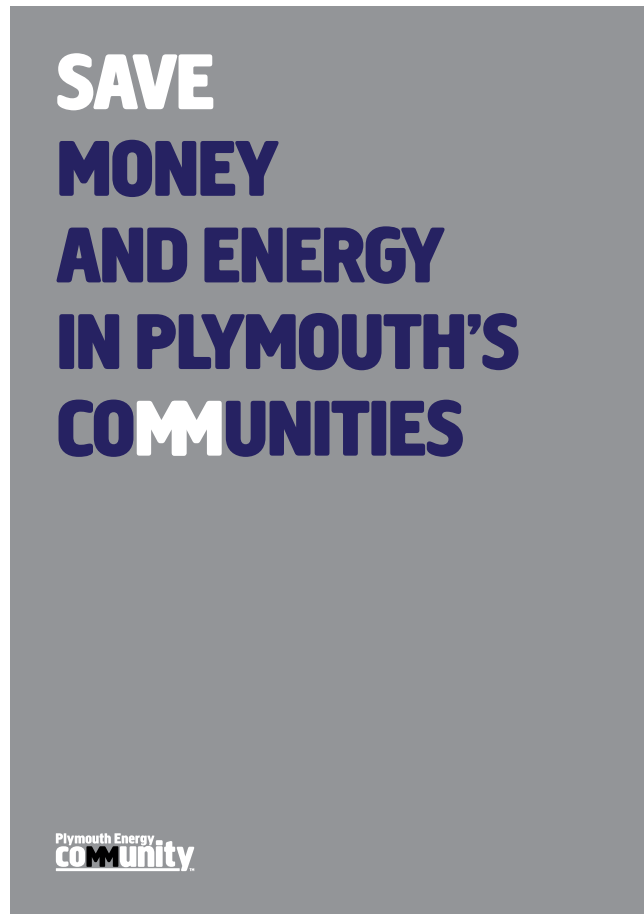
DL size with messaging and illustration



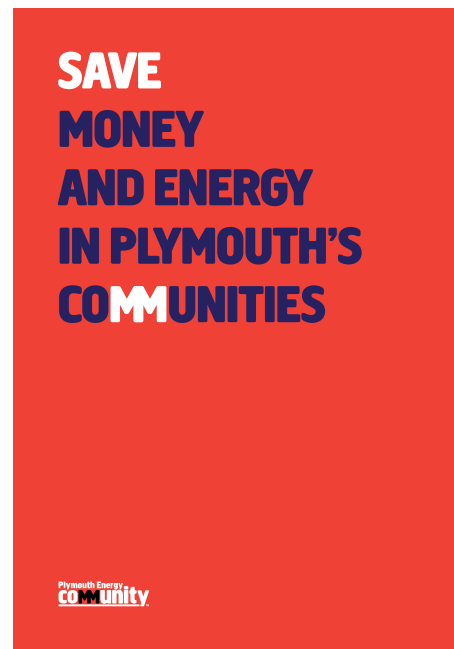
A5 landscape with messaging and illustration



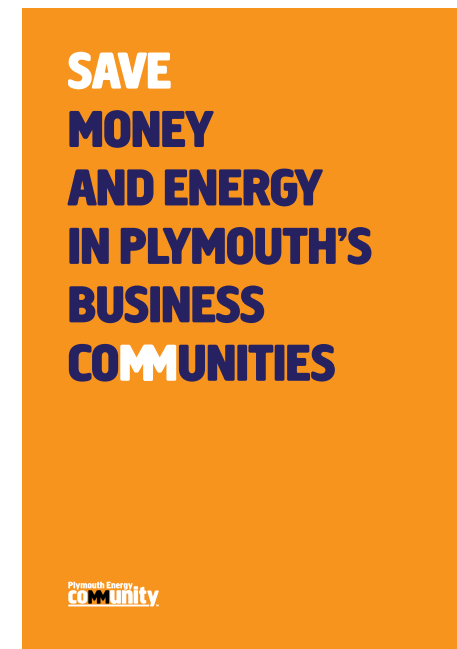
A4 size with messaging



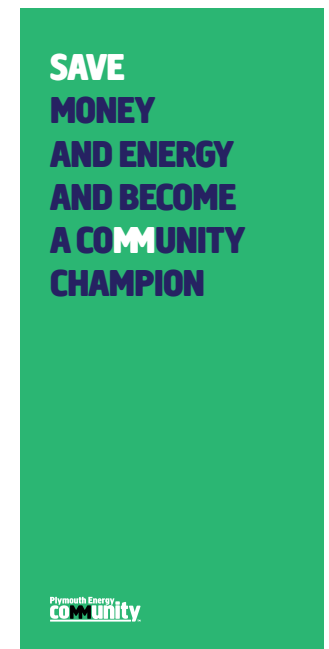
A5 size with messaging



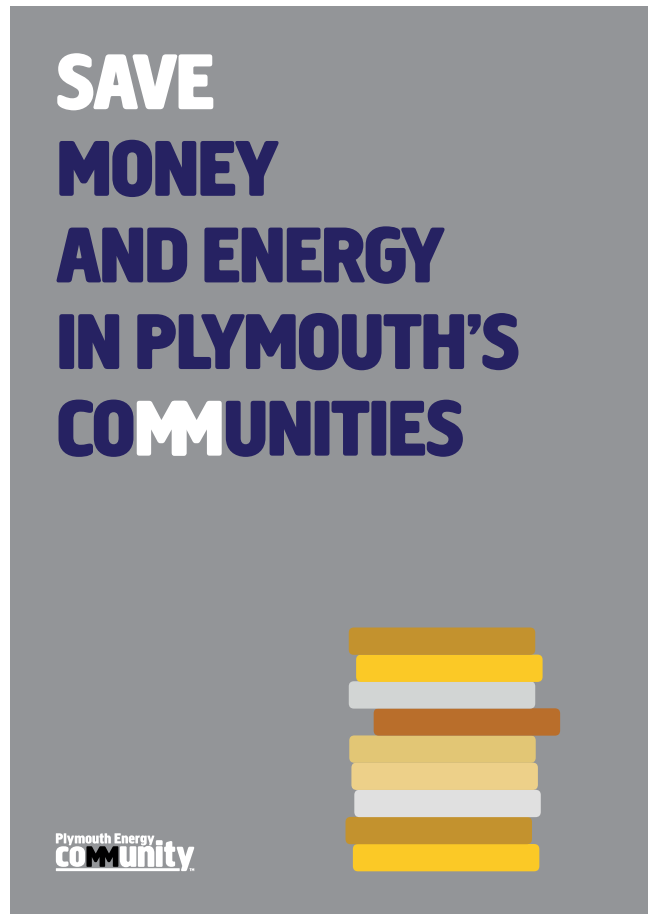
A5 size with messaging



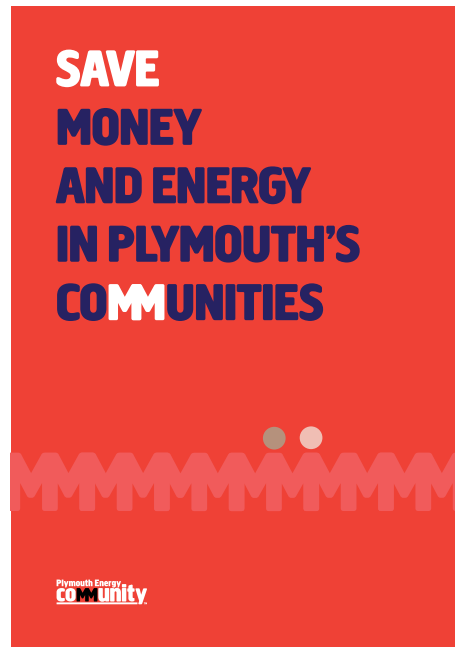
DL size with messaging



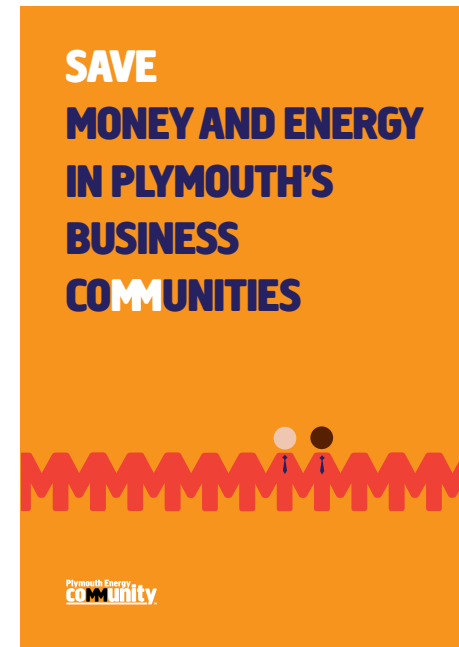
A4 size with messaging



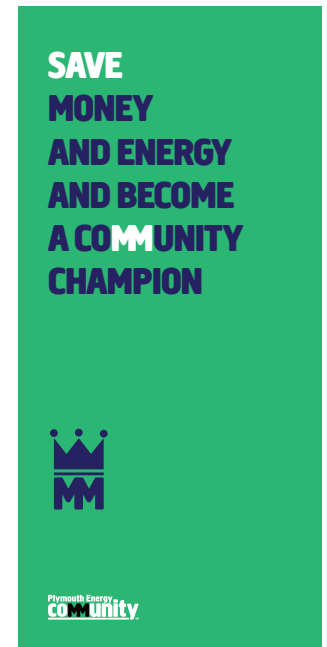
A5 size with messaging



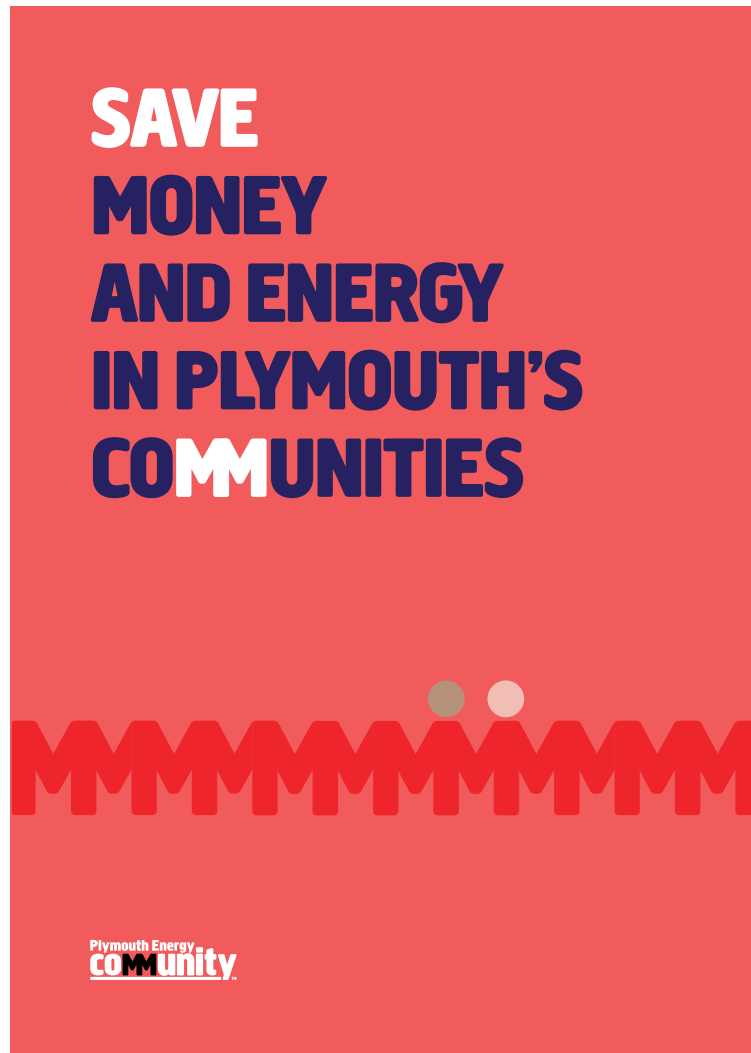
A5 size with messaging



DL size with messaging



A5 2pp leaflet



SAVE MONEY AND ENERGY IN PLYMOUTH'S COMMUNITIES

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Plymouth Energy
community

Pull up graphics (800x2000mm)

SAVE
MONEY
AND ENERGY
IN PLYMOUTH'S
COMMUNITIES

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Plymouth Energy
community

SAVE
MONEY
AND ENERGY
AND BECOME
A COMMUNITY
CHAMPION

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Plymouth Energy
community

Plymouth
Energy
Community —
Helping you
save money
and energy

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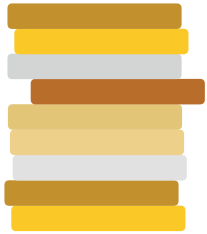
Plymouth Energy
community

Stationery



Iconography

Money



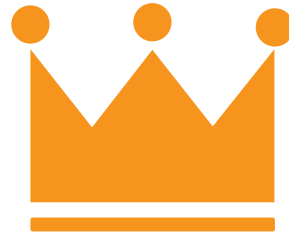
Flower



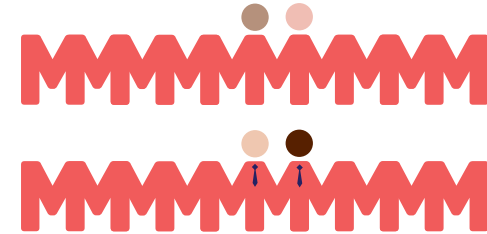
'M' with crown



Crown



People / community and business



Lightbulb



M Twitter



M Twitter



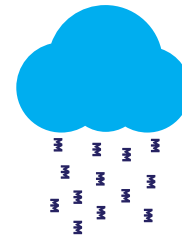
Christmas tree



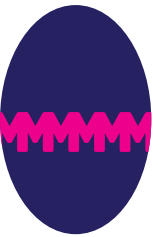
Summer / Ice cream



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**

Plymouth Energy
COMMUNITYTM