

**#WeAreMorson**

# Placing People First

Our brand, our voice, our culture.

Morson.com  
marketing@morson.com  
@MorsonGroup



## Contents

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### **1.0 Our Brand**

4	Brand Overview
5	Brand Narrative
7	Primary Logo
8	Secondary Logo
9	Logomark
10	Clearance
11	Sizing
12	Colour Palette
15	Imagery

### **2.0 Our Voice**

17	Typography
20	Tone of Voice
22	Our Promises
26	Key Messages

### **3.0 Our Culture**

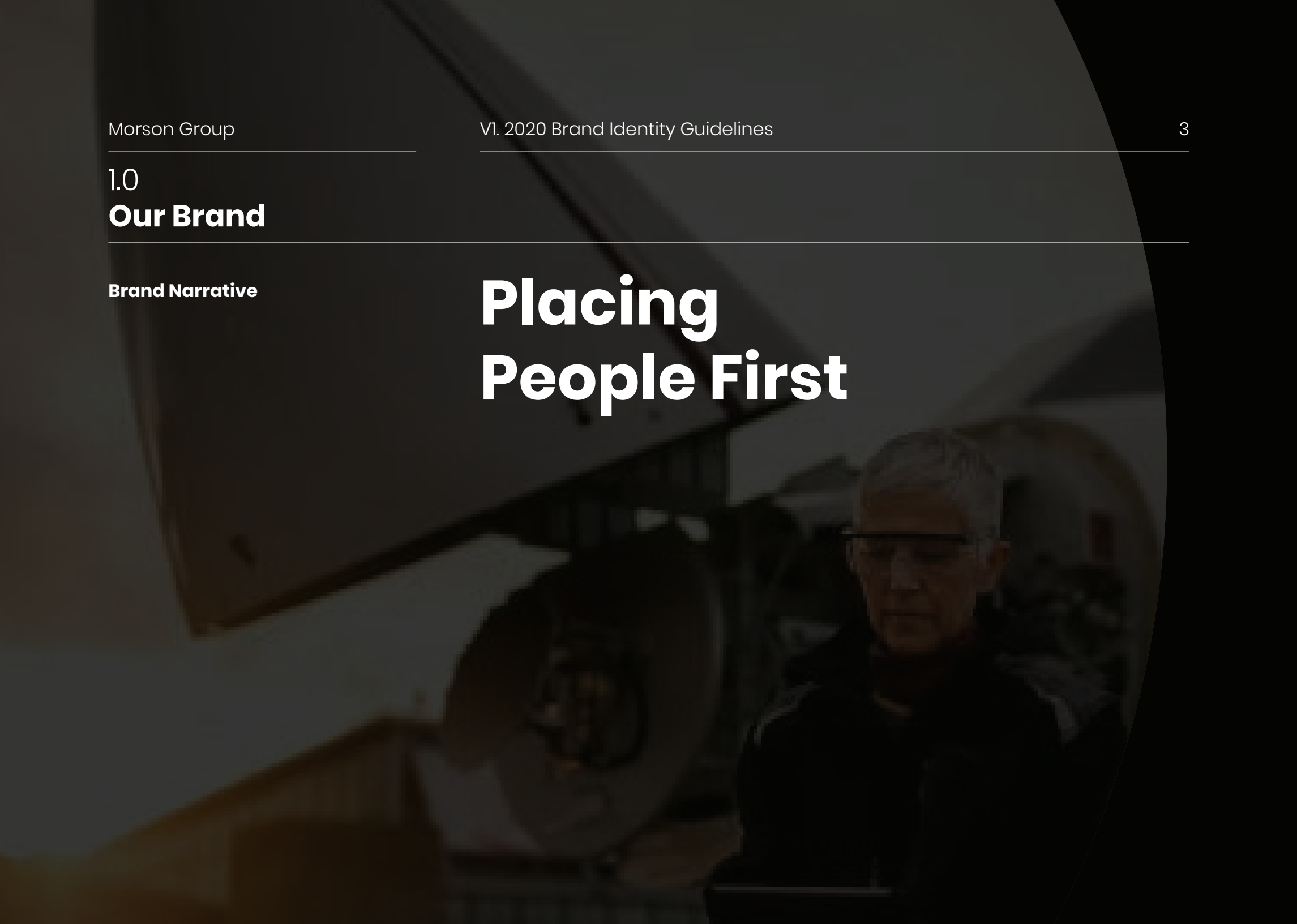
34	Our Values
39	Our Benefits

1.0

## **Our Brand**

**Brand Narrative**

# **Placing People First**



## 1.0

# Our Brand

## Our Purpose

We exist to make a positive difference to people's lives, our clients, candidates, colleagues and the communities in which we work.

We listen, understand and innovate for our clients. Their success is our success.

We look after our contractors and candidates, personally and professionally.

We care for the mind, body and spirit of our colleagues.

We are responsible, we nurture our communities.

**Welcome to Morson Group, placing people first.**

## Our Vision

Be the unique talent and engineering group that top organisations want to work with, and the most talented people want to work for.

## Our Values

We are **Curious**



We are **Courageous**



We are **Caring**



We are **Collaborative**



## Our Voice

We are people working with people, we have conversations and encourage a person to person, business to business, transparent dialogue.

Our communications demonstrate that we are **personable, direct, knowledgeable** and **professional**.

## Our Look

Our visual identity is powered and empowered by personality and people.

We capture real moments and overlay a strong colour palette to create a style that is emotive and recognisably Morson.

# 1.0

## Our Brand

### Brand Narrative

With a unique 50-year heritage, Morson Group are a diverse collection of businesses with an outstanding reputation for delivering consultancy, design, technology, screening, training, and people solutions around the world.

We combine our specialist expertise to bring unrivalled flexibility, commercial agility and a willingness to go the extra mile that you would expect from a family-formed culture. Our independence and depth of offer mean that we think and operate differently.

Together, we share, we trust, we solve, we inspire, we are inspired. We are innovators with people at our heart. Placing processes and technology around our people, we deliver smarter solutions, better experiences and successful outcomes.

We are people who love working with people.

We are ambitious for you.

We care.

**It's our specialist expertise that people come for and it's the personal experience that they stay for.**

**Welcome to Morson Group, placing people first.**

1.0

## **Our Brand**

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**Primary Logo**  
**Secondary Logo**  
**Logomark**  
**Clearance**  
**Sizing**

# **Primary & Secondary Logotype**

## 1.0

# Our Brand

### Primary Logo

Our logo is the primary representation of Morson Group and is an integral part of the Morson brand that should be used thoughtfully and consistently.

It comprises of two elements:

- 1- The type
- 2- The symbol



# 1.0

## Our Brand

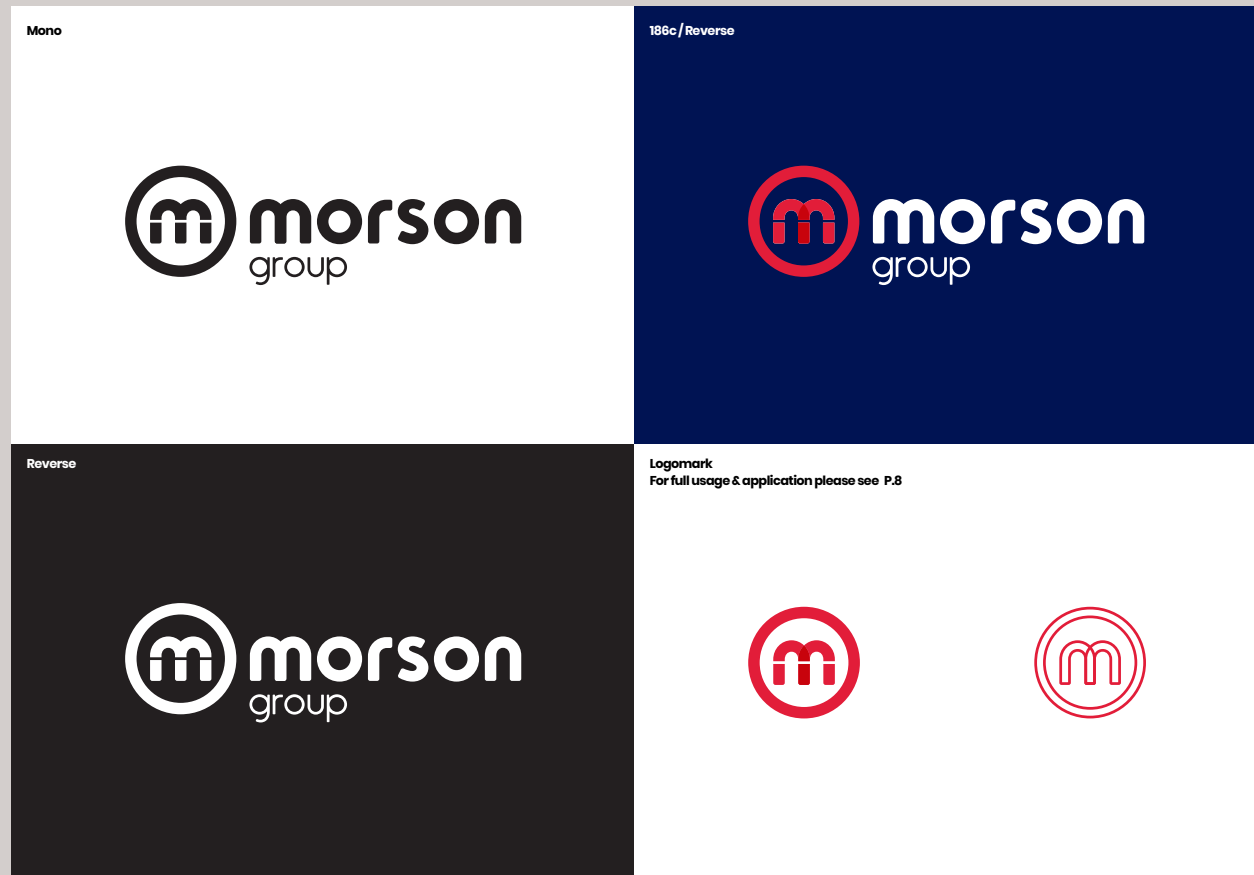
### Secondary Logo

In certain situations the logo will appear on a variety of backgrounds. In these instances we have created alternative versions of the logo.

All versions of the logo exist as master digital artwork. These are the versions and applications that we approve.

No other application of our logo would be appropriate so please email us if you are unsure.

Both mono and colour versions of the logo exist as master digital artworks and no attempt should be made to recreate them in any way.





# 1.0

## Our Brand

### Graphic Asset

Cross sections of the logomark can be used as a graphic asset to further develop the brand and add another level of interest.

Sections can be used as a flood colour from the company palette or to act as a container for imagery.

The logomark can also be used in its keyline version. This should only be used as specific 'cross sections', as per the example shown.



# 1.0

## Our Brand

### Exclusion Zone

The Morson Group identity should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The area is defined by using the height of the logomark which is referred to as 'X'.

A margin of clear space equivalent to 1X is drawn around the logo to create the invisible boundary of the area of isolation.

For example:  
Logo height = 20mm  
Area of isolation = 20mm  
around all sides of the logo



# 1.0

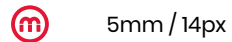
## Our Brand

### Minimum Size

The Morson Group logotype has been designed to reproduce at a minimum height of 7mm.

On the web the minimum size of the primary logotype is 40 pixels high.

The Morson Group logotype can scale any size beyond the minimum 7mm height. Discretion should be used when using the logotype at larger sizes.



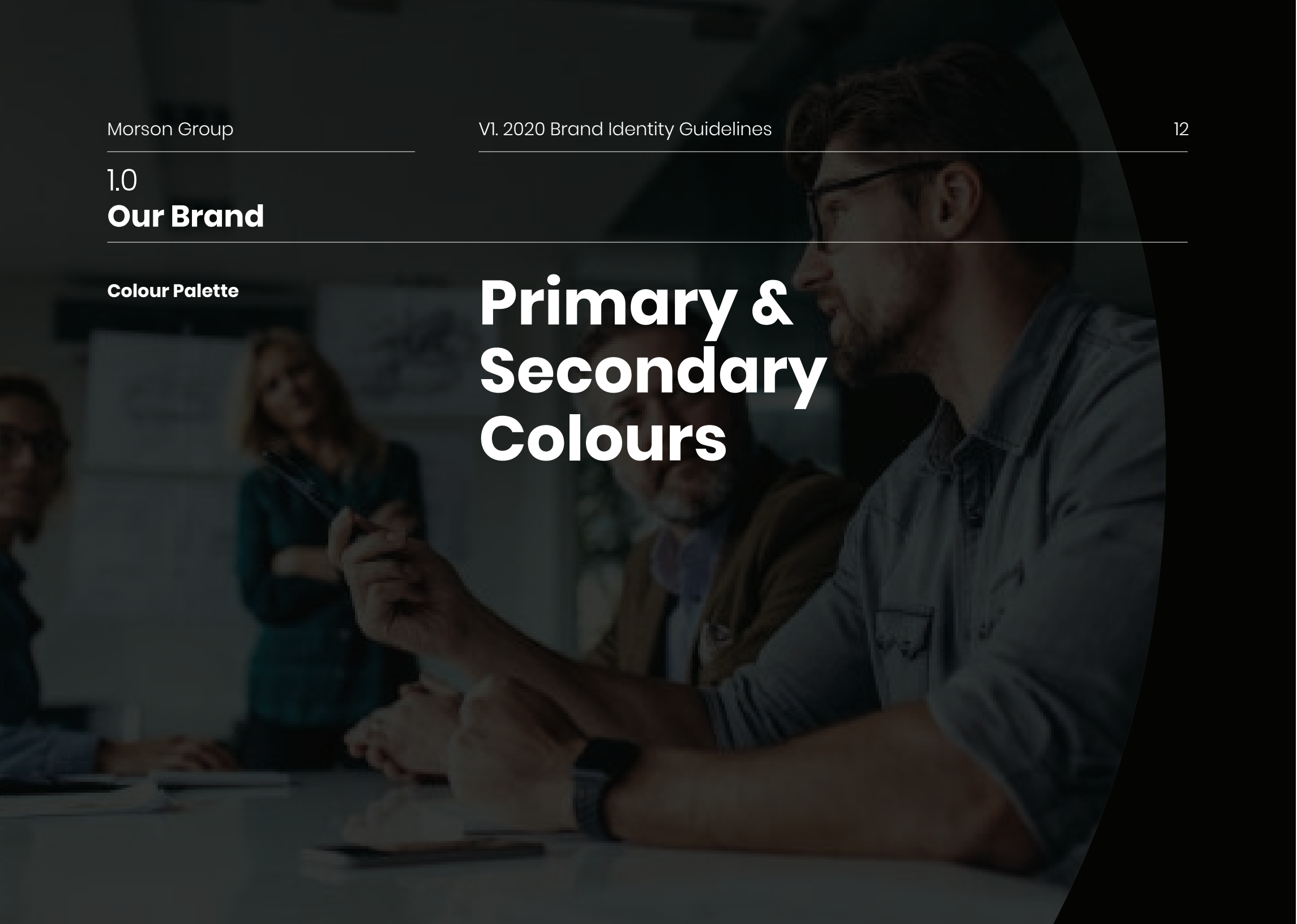
1.0

## **Our Brand**

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### **Colour Palette**

# **Primary & Secondary Colours**



# 1.0

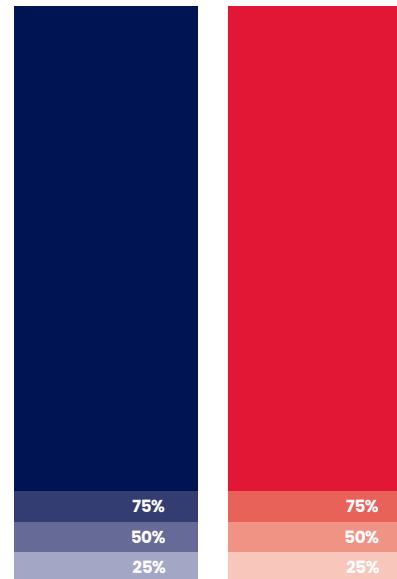
## Our Brand

### Primary Colour

The Morson Group colours are bold, direct and integral to the brand.

The palette is created using Pantones, but can be replicated using CMYK and RGB breakdowns depending on the intended application.

These colours should be used for all general communications such as POS, advertising and marketing tools.



#### 2766

**Coated**  
C:100 M:87 Y:0 K:56  
R:20 G:27 B:77  
141B4D

**Uncoated**  
C:86 M:75 Y:5 K:26  
R:87 G:90 B:124  
575A7C

#### 186

**Coated**  
C:0 M:100 Y:80 K:5  
R:200 G:16 B:46  
C8102E

**Uncoated**  
C:0 M:100 Y:75 K:1  
R:210 G:81 B:94  
D2515E



#### Cool Gray 9

**Coated**  
C:50 M:40 Y:34 K:17  
R:117 G:120 B:123  
75787B

**Uncoated**  
C:41 M:31 Y:26 K:18  
R:137 G:139 B:142  
898B8E

#### Black

**Coated**  
C:0 M:0 Y:0 K:100  
R:30 G:30 B:30  
1E1E1E

#### White

**Coated**  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
FFFFFF

# 1.0



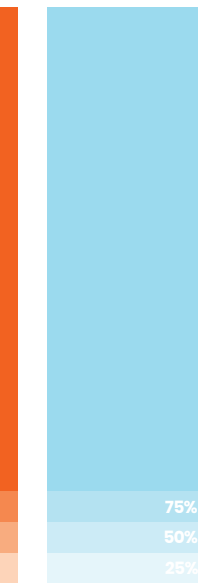



## Our Brand

### Secondary Colour

Morson uses a bold secondary colour palette specifically chosen to work alongside the primary colours which have been inspired by the sectors within the Morson Group.

These secondary colours can be used to add emphasis in all communications.

Increments of 25% tints can be used for each of these colours.

					
75%	75%	75%	75%	75%	75%
50%	50%	50%	50%	50%	50%
25%	25%	25%	25%	25%	25%
<b>219</b>  <b>Coated</b> C:0 M:95 Y:0 K:0 R:218 G:25 B:132 DA1984  <b>Uncoated</b> C:0 M:89 Y:0 K:0 R:228 G:92 B:150 E45C96	<b>166</b>  <b>Coated</b> C:0 M:76 Y:100 K:0 R:227 G:82 B:5 E35205  <b>Uncoated</b> C:0 M:71 Y:100 K:0 R:225 G:103 B:64 E16740	<b>629</b>  <b>Coated</b> C:36 M:0 Y:5 K:0 R:155 G:211 B:221 9BD3DD  <b>Uncoated</b> C:42 M:0 Y:5 K:0 R:141 G:208 B:222 8DD0DE	<b>7473</b>  <b>Coated</b> C:76 M:6 Y:44 K:8 R:39 G:153 B:137 279989  <b>Uncoated</b> C:68 M:5 Y:39 K:5 R:94 G:165 B:154 5EA59A	<b>1235</b>  <b>Coated</b> C:0 M:25 Y:94 K:0 R:255 G:184 B:28 FFB81C  <b>Uncoated</b> C:0 M:26 Y:98 K:0 R:255 G:174 B:59 FFAE3B	<b>Warm Gray 2</b>  <b>Coated</b> C:16 M:15 Y:15 K:0 R:203 G:196 B:188 CBC4BC  <b>Uncoated</b> C:14 M:14 Y:16 K:0 R:207 G:199 B:192 CFC7C0

1.0

## **Our Brand**

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**Imagery**

# **Photography Style**

# 1.0

## Our Brand

### Environments

To support and provide context for our brand, specific photography will be used to help 'set the scene', creating impact and interest. Imagery should reflect the environments that the Morson Group operates within.

### People

To assist in putting a human face to Morson Group, images showing people 'at work' will be used across all material to help create reader engagement and drive home the importance of people within our business.

Where possible, we will use images of Morson Group people to support our business ethos and values as well as improve customer trust and engagement in our messages.





## 2.0 **Our Voice**

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### Typography

# Typography & Usage

## 2.0

**Our Voice****Printed Applications**

The following fonts are to be used when creating externally facing official marketing material in print.

**Poppins**

- Titles
- Body copy
- Sub-headlines
- Quotes
- Key facts & figures

**Outlines**

Outline text or numerals can be used to create interest and impact for feature copy & headlines only.



Aa

Bb

Cc

**Poppins Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()-+{};:"'\.,?/

**Poppins Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()-+{};:"'\.,?/

**Poppins Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()-+{};:"'\.,?/

## 2.0

### Our Voice

#### Digital Applications

The following fonts are to be used when creating externally facing official marketing material in digital.

##### Poppins

- Titles
- Body copy
- Sub-headlines
- Quotes
- Key facts & figures

##### Basic User Typeface

The following fonts are to be used when creating internally & externally facing official marketing material in digital when Poppins is unavailable.

##### Basic system font

Calibri

Aa

Bb

Cc

#### Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()-+{};:"'\.,?/

#### Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()-+{};:"'\.,?/

#### Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()-+{};:"'\.,?/

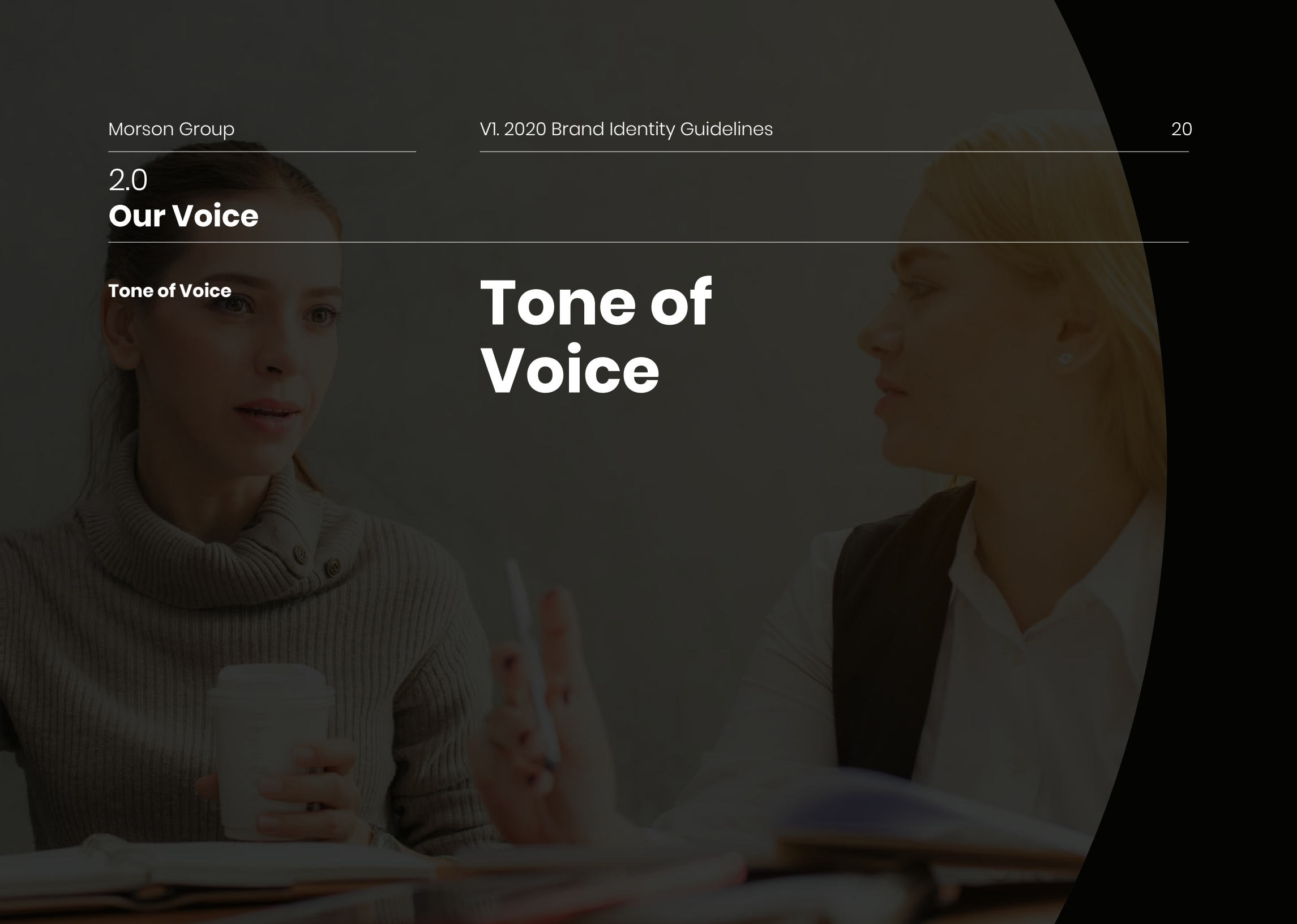
2.0

## **Our Voice**

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**Tone of Voice**

# **Tone of Voice**



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## 2.0

# Our Voice

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### **Tone of Voice**

Our tone of voice is personable and direct; which means we demonstrate our personality at all times across our communications with simple, clear statements and body copy.

We are people working with people, we have conversations, we build long-term relationships and we encourage a person to person, business to business, transparent dialogue.

We are knowledgeable and professional– providing considered opinions based on expertise and experience, always tailoring our tone of voice to the people with whom we wish to have a conversation.

We will scale the language and content with appropriate volume controls; providing the flexibility to be corporate or personable where we need to be – always honest and straightforward to deal with.

In short; we care. Our communications demonstrate that we think and behave in the right way.

It's our specialist expertise that people come for and it's the personal experience that they stay for.

We are PERSONABLE, DIRECT, KNOWLEDGEABLE AND PROFESSIONAL.

**Welcome to Morson Group, placing people first.**



## 2.0

## Our Voice

### Our Promises

# Target Audiences & Promises

We exist to make a positive difference to people's lives, our clients, candidates, colleagues and the communities in which we work.

We listen, understand and innovate for our clients. Their success is our success.

We look after our contractors and candidates, personally and professionally.

We care for the mind, body and soul of our colleagues.

We are responsible, we nurture our communities.

## 2.0

# Our Voice

### Target Audiences

#### Clients

A Morson Group client is one which seeks a true partner to deliver their business with.

Faced with a variety of challenges from talent acquisition to project design and delivery, we take the time to truly understand your business, your people and your mission.

We deliver agile solutions which are right for you. Helping clients take control of their recruitment, better manage data, deliver consistent commercials, source the best talent, work smarter through innovative technology and design the right candidate journey and experience.

With the ability to operate on all scales, we design and deliver complex projects across sectors which require specialist knowledge and expertise.

We deliver a personal and personalised experience.

**Welcome to Morson Group, placing people first.**

#### Our client promise

1. Talk to us. As experts in our field we will solve your challenges or know someone who can. We are problem solvers and solutions providers, allowing you to focus on what you do best.

2. Our teams and people deliver. You will have CV's, candidates, concepts, solutions and thinking on time, every time.

3. We take the time to understand your business, ensuring that we add value in the right places and at the right time. You can keep it simple or we can add services. The choice is yours.

4. Experience matters; we have lots of it. You will always be able to seek tailored advice from an expert in our business... about your market and sector or about the services we offer.

5. As a client of Morson, you will receive the best customer service, the highest quality experience and the best value for money we can offer.

## 2.0

# Our Voice

### Target Audiences

### Candidates

A Morson candidate is a motivated individual who is looking for expert and honest support throughout their career journey.

Educated, experienced and driven, our candidates have an in-demand skill set and proactively grow their careers by seeking development, qualifications and international opportunities.

Your attitude combined with our multi-sector experience and excellent reputation makes for the perfect partnership where we use our expertise to help you achieve your goals.

Your career is personal to you – and we will help you get where you want (and need) to be.

It's our specialist expertise people come for and it's the personal experience that they stay for.

**Welcome to Morson Group, placing people first.**

### Our candidate promise

1. It sounds simple; but two-way communication is the key. We make a promise to always be in touch, guide you along the journey and keep you informed.
2. We care for the personal and professional you. We advise on the skills and training you need to make the most of your career opportunities.
3. At the end of the day, we come to work to receive the payment within the timescales we have agreed. We guarantee to get you paid on time.
4. We look beyond the CV. You will always have access to an expert who not only understands your skills, your sector and our clients but who also understands who you are, your needs and ambitions to ensure we find the right role for you.
5. Let's not forget; you are looking for your next move be it short term, long term, national or international. Trust Morson to find the right fit for you.



## 2.0

# Our Voice

### Target Audiences

#### Employees

Our people look to Morson Group to provide a career with purpose, ambition and challenge.

In return we look for talented individuals who are inquisitive, enthusiastic, hardworking and driven to learn, grow, adapt and deliver.

We take ownership, we think differently and we always go the extra mile. Our people are friendly, team players and good communicators who are committed to the business and our clients.

We reward this commitment by being loyal to and supportive of, our people and creating a great place to work in an inclusive business which nurtures your ambitions.

**We care for the personal and professional you.**

**Welcome to Morson Group. Placing people first.**

#### Our employee promise

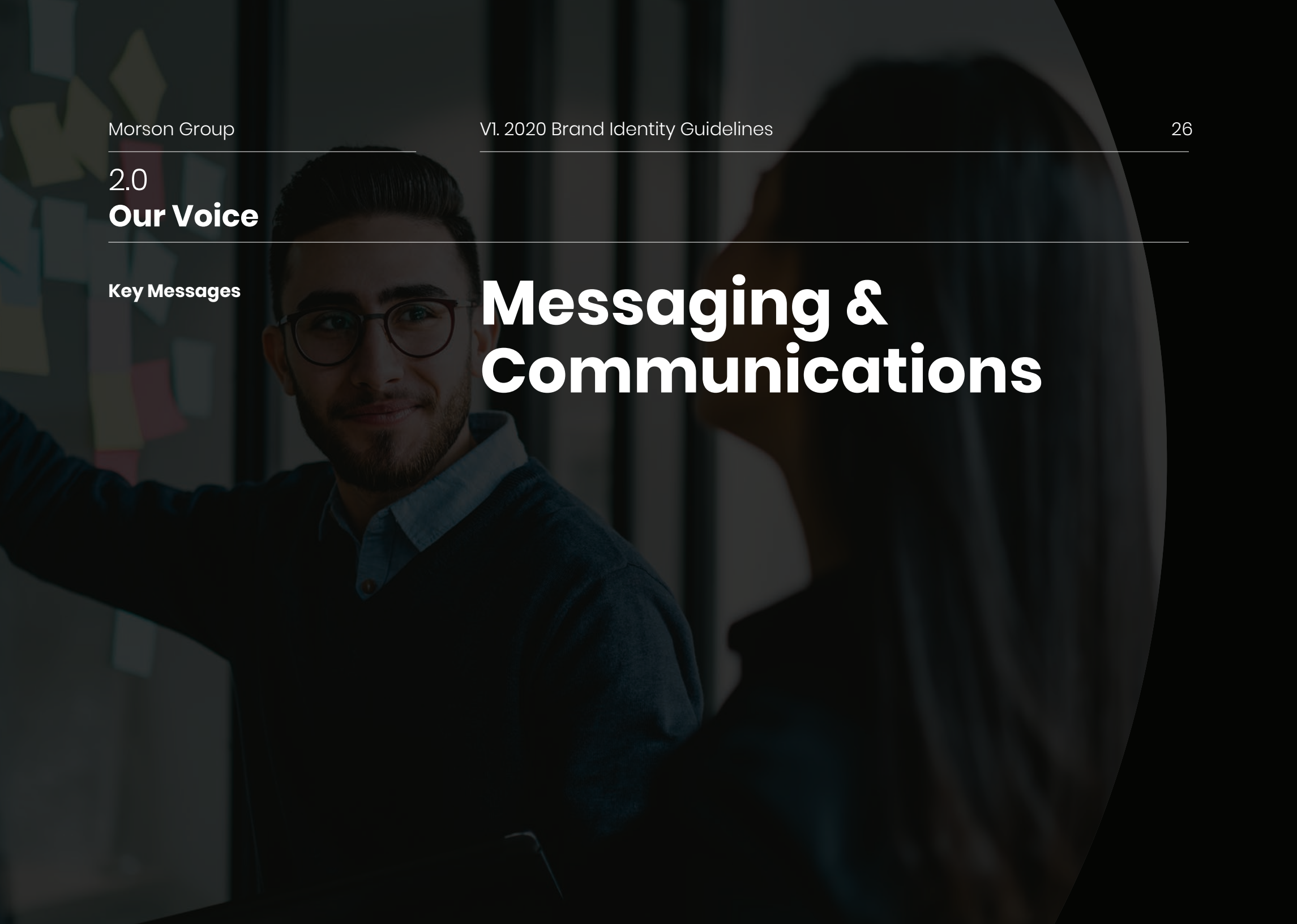
1. You are joining a family that will care for your mind, body and soul. We celebrate the good times together and we look after each other.
2. You will be recognised and rewarded for your talent, efforts and achievements. Morson Group is a meritocracy.
3. We look after our business with a long term vision that means we can provide a sustainable, secure environment for you to work. You can rely on the strength of Morson Group.
4. Training and development within your career is good for you and good for us. We nurture your ambitions. Let's make it happen.
5. Our door is always open. We are a business that cares about its people, its reputation, it's clients and you. Let's keep talking.

## 2.0 **Our Voice**

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### **Key Messages**

# **Messaging & Communications**



## 2.0

# Our Voice

### Key Messaging

**To guide future communication, we have created a set of key messages that have been inspired by our insights and workshops, but most importantly are grounded in our new value proposition.**

A good piece of communication will reflect one or more of these messages, not word for word necessarily – as they need to be relevant to the context and the audience – but the essence that sits behind them.

It's all in  
the experience

Big business,  
family formed

Specialist expertise,  
unrivalled diversity

Proactive problem  
solvers

Independence  
matters

Innovators  
that deliver

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## 2.0 Our Voice

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### Key Messaging

### **It's all in the experience**

From the first to last engagement with any member of the Morson Group we provide the very best end-to-end experience.

Care, quality and delivery are our mantras for each stage of the journey.

Specialist expertise and experience in the industry, sector or job we're working on is our guarantee.

We are people who love working with people; we always deliver, and we always provide a great experience.

With this at heart; our candidates return, our clients become advocates, our projects are innovative; and our employees thrive in a successful culture that nurtures their ambitions.

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## 2.0 Our Voice

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### Key Messaging

### Big business, family formed

With revenues of £1bn it is fair to say that we have become an interconnected and diverse business of scale.

It's how we do our business that really matters; how we behave and interact with clients and colleagues, how we think, feel and what we value within our DNA.

We have achieved scale but we truly value our culture; defined by 50 years of family values and a unique, personal approach.

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## 2.0 Our Voice

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### Key Messaging

### **Specialist expertise, unrivalled diversity**

Morson is a group of specialist, expert businesses.

We are a diverse group with an outstanding reputation for delivering consultancy, design, technology, training and people solutions around the world.

Individually, we bring focussed expert knowledge. Together, we combine to bring unrivalled flexibility and expertise across a wide range of sectors and solutions.

We offer a depth and agility that is unique.

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## 2.0 Our Voice

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### Key Messaging

### Proactive problem solvers

Each member of the Morson Group is focussed on providing a personal experience and delivering on our promises.

We are here to solve challenges. By understanding your businesses specific challenges we can proactively offer expertise and advice.

We listen, identify opportunities and bring solutions that deliver.

We pride ourselves on being the most agile and flexible business partner in an otherwise commoditised market.

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## 2.0 Our Voice

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### Key Messaging

### Independence matters

Our independence creates a unique culture; one defined by family formed values.

We have the freedom to think differently, with the insight and experience to predict market changes and future proof decisions – we keep our clients success at the core of everything we do.

Independence provides clients with access to our senior people, it means we have commercial agility, flexibility of teams and processes; and an ingrained willingness to always go the extra mile.

We are ambitious for you.



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## 2.0 Our Voice

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### Key Messaging

### Innovators that deliver

We are innovators with people at our heart.

Helping to advance thinking, speed decision making and spend our time in the right place we balance technological advances with human interactions, intelligence and analysis.

It's never technology for technologies sake – instead, we sit processes and technology around people to deliver smarter solutions and better experiences.

Smart technology, innovative solutions and pragmatic application help us to place people first.

## 3.0 **Our Culture**

### **Our Values**

With our guiding values our heart; our candidates return, our clients become advocates, our projects are innovative; and our employees thrive in a successful culture that nurtures their ambitions.

# Our Values Guide Us

A woman with curly hair, wearing a denim jacket, is smiling and looking down at a laptop screen. The image is partially obscured by a dark circular overlay on the right side.

## 3.0

# Our Culture

### #WeAreCurious

#WeAreCourageous

#WeAreCaring

#WeAreCollaborative

### #WeAreCurious

We love a challenge and thrive on making things happen.

Being curious means that we truly value **diversity**, seeking different perspectives and learning from each other, our clients, candidates, contractors and community.

We explore the world around us so that we can make a positive difference to people's lives.

We are always on a mission to **innovate**, problem-solve and adapt – continuously improving everything we do.

### Behaviours

- We're inquisitive and ask questions
- We never stop exploring new territory
- We offer solutions and turn ideas into reality
- We are problem solvers, looking for new ways to make our business better
- We understand the value of pushing the boundaries



## 3.0

# Our Culture

#WeAreCurious  
**#WeAreCourageous**  
#WeAreCaring  
#WeAreCollaborative

## #WeAreCourageous

As a recognised and respected leader in our sector, we are driven to succeed – always aiming to do our best.

As experts, we have the courage to push the boundaries, explore the opportunities and always go the extra mile.

We inspire our teams to think bigger whilst keeping our customers at the centre of every decision.

We are a business who focuses on exceptional **delivery** and gets results.

## Behaviours

- We take responsibility and accountability for our work
- We own our decisions and outcomes
- We are proactive – we take the lead
- We're commercial, with a focus on measurable, tangible results.



## 3.0

# Our Culture

#WeAreCurious  
#WeAreCourageous  
**#WeAreCaring**  
#WeAreCollaborative

## #WeAreCaring

We work together across the Morson Group businesses, departments and teams with authenticity, transparency and **integrity**.

We see the big picture – developing and sharing our knowledge to discover solutions and suggest better approaches.

We are open-minded, honest and respectful, embracing differing perspectives to achieve better ways of working and deliver results.

## Behaviours

- We operate in a safe and sustainable way, always
- We listen in order to understand
- We treat each other as people, not just colleagues
- We're inclusive – we don't judge
- We are supportive and understanding
- We take time to thank each other



## 3.0

# Our Culture

#WeAreCurious  
#WeAreCourageous  
#WeAreCaring  
**#WeAreCollaborative**

### #WeAreCollaborative

We care about getting to know each other personally and professionally, and we give back, supporting **charity** and our communities whilst protecting our environment.

We place **safety** and sustainability at the forefront; focusing on wellness for our people across our physical, emotional and social needs.

The Morson Group is a family formed from a diversity of ideas, backgrounds and cultures. We nurture our individual and collective ambitions.

### Behaviours

- We own our results as a team
- We recognise and share knowledge with each other, candidates and clients
- We are open, honest and transparent when communicating
- We respect all points of view
- We seek out answers together
- We're proactive and approach things with a positive mindset
- We work together and help each other out





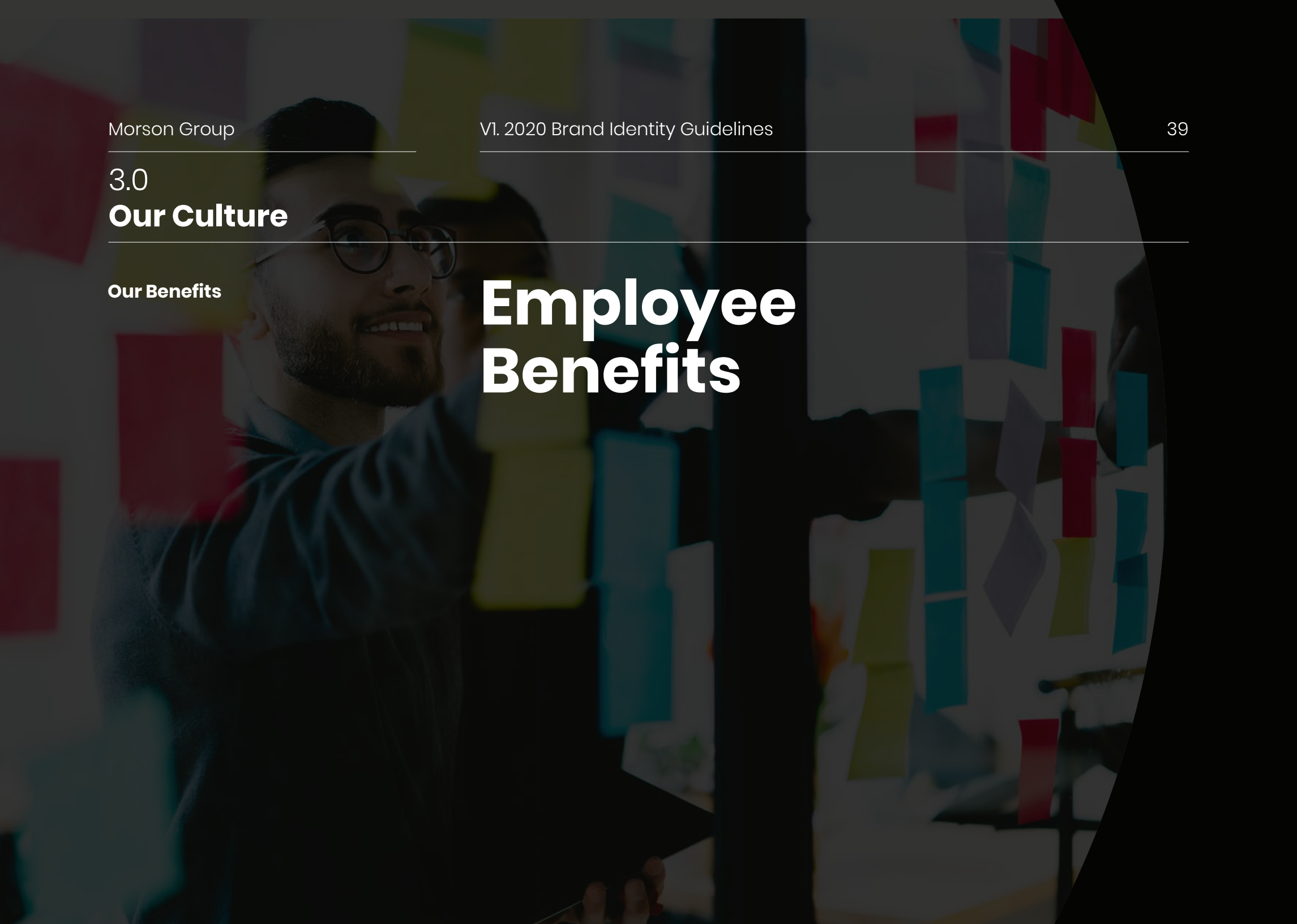
3.0

## **Our Culture**

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**Our Benefits**

# **Employee Benefits**



## 3.0

# Our Culture

For guidance relating to benefits please contact [hradmin@morson.com](mailto:hradmin@morson.com)

Benefit	Provider	Details	Eligibility
<b>Death in Service</b>	Met Life	x2 final salary	After one year's service
<b>Auto Enrolment Pension</b>	Scottish Widows	4% of basic salary providing you contribute a minimum of 5%	Auto-enrol after three months Opt-out available
<b>Cash Plan</b>	Healthshield	You can claim back costs associated with health-related medical and holistic treatments.  Level one company paid after 5 years' service	Enrolment available post-probation  Opt-in is necessary for all levels and length of service
<b>Medical Insurance</b>	Bupa	Preferential rates have been negotiated.  Contact the HR Payroll team for a quote	Enrolment available post-probation
<b>Eye Care</b>	Specsavers	Free eye test and up to £65 towards glasses or lenses for VDU work	None
<b>Gym Membership Discounts</b>	Incorpore	My Gym Discounts provides discounted gym memberships to over 3,600 UK gyms and health clubs.  Access here, login code: Morson	None
<b>Employee Assistance Programme</b>	Care First	Confidential advice and counselling service  0800 015 5630	None



For more information please contact a member of the Morson marketing team:

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