

# BRAND GUIDELINES

## BRAND VOICE

When writing about Morson Projects, it is important to keep your audience in mind. Whilst we recognise that different audiences will require different approaches, your tone of voice should reflect one or more of our core brand behaviours.

Morson Projects’ brand guidelines have been created to provide a framework for the successful application of the business brand asset elements to a range of marketing materials. It is essential that the advice and guidance within this document is correctly interpreted and carefully applied to guarantee material of the highest standards.

## FINAL WORDMARK

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



Minimum Size: 7mm  

## BRAND COLOURS

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 and interfaces such as website design, advertising and marketing tools.

## CORE BRAND BEHAVIOURS

**Informative** – Consider what it is that your audience needs to learn from the content and use language that is factual and informative for the reader.

**Engaging** – Use direct language that is interesting, engaging and has a technical, formal tone.

**Pioneering** – Use language which showcases Morson Project’s innovative values and emphasises our capabilities to the audiences.



R: 20 G: 27 B: 77	C: 100 M: 87 Y: 00 K: 56	R: 200 G: 16 B: 46	C: 00 M: 100 Y: 80 K: 05	R: 117 G: 120 B: 123	C: 50 M: 40 Y: 34 K: 17	R: 30 G: 30 B: 30	C: 00 M: 00 Y: 00 K: 00
75%	75%	75%	75%	75%	75%	75%	75%
50%	50%	50%	50%	50%	50%	50%	50%
25%	25%	25%	25%	25%	25%	25%	25%

## TYPOGRAPHY

# Poppins by Google Fonts

Poppins is a geometric sans serif font, with influences from both humanist and grotesque typefaces. Its design features include slightly rounded corners, a tall x-height, and an open aperture. The font is known for its legibility and versatility, making it suitable for a wide range of projects.

[BUTTON STYLE →](#)

