



## Brand Guidelines

September 2011



These guidelines introduce the IP Solutions brand and set out some rules about how its visual identity should be used in different situations. The first part talks about what the brand stands for and the second part gives examples of how the brand should look. Being able to refer to these guidelines will save time and ensure communications always look consistent and professional.

## Elevator pitch

Using a combination of business acumen and expert knowledge of the IT and telecoms market, IP Solutions removes the time and effort involved in finding and managing the most beneficial communications systems for your organisation.

In a nutshell: [More value, less hassle](#)

## IP Solutions brand values

The following brand values describe the IP Solutions brand:

VALUE	ATTRIBUTES	ULTIMATE CUSTOMER BENEFIT
Expertise	Knowledgable, experienced	Enjoy the peace of mind that comes with knowing you've got the best systems in terms of suitability and performance
Dynamism	Enthusiastic, driven, proactive	Save time and effort
Innovation	Curious, progressive	Improve your performance with the latest technologies
Commercial focus	Efficient, professional, exacting	Get the best commercial value from your communications and excellent service as a matter of course

IP SOLUTIONS' COMMUNICATIONS ARE...	BUT THEY'RE NOT...
Intelligent and informative to add weight to the consultative offering	Difficult to understand or filled with technical jargon
Professional and commercially focused	Dry or overly formal
Concise	Insubstantial
Plainly written	Over-simplified
Candid and objective, to position IP Solutions as a trustworthy, impartial source	Indecisive or ambivalent
Positive and confident	Pushy or brash

Some other pointers:

- Communications should bring clarity and structure to the product offering using clear, simple language.
- Use illustrative examples to explain technical concepts.
- Content should be benefit focused.
- Back up subjective claims with substantiating facts and figures.
- Use the pronouns 'you' and 'we' to build rapport with the reader. Where relevant, identify their pains and empathise with them.
- Use contractions (like you're, we'll etc) to help communications flow naturally.



The IP Solutions logo consists of the word mark and logo mark, along with the strapline 'Communications, sorted.'

## Logo variations



Logo used as 1 colour blue



Logo reversed out on blue block



Logo reversed out on black block



Logo used as mono



The space around the logo should always be relative to the size of the  of the logo.

## Minimum logo size



The entire width of the logo (including the strapline) should never appear less than 40mm.



The IP Solutions logo can never be stretched vertically...



...or horizontally



The IP Solutions logo elements can never be split and rearranged.

We have developed a series of icons to represent IP Solutions' five main product areas. These icons can be used together, to represent IP Solutions' full servicing offering, or separately, when referring to a specific product area. The icons have been designed to work against different coloured backgrounds.



Cloud



Connectivity



Inbound



Mobile



VoIP



Cloud



Connectivity



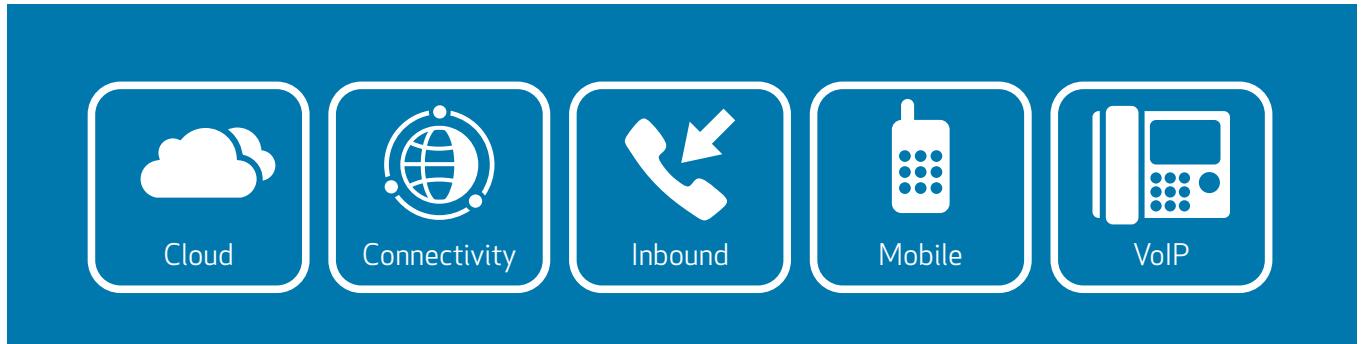
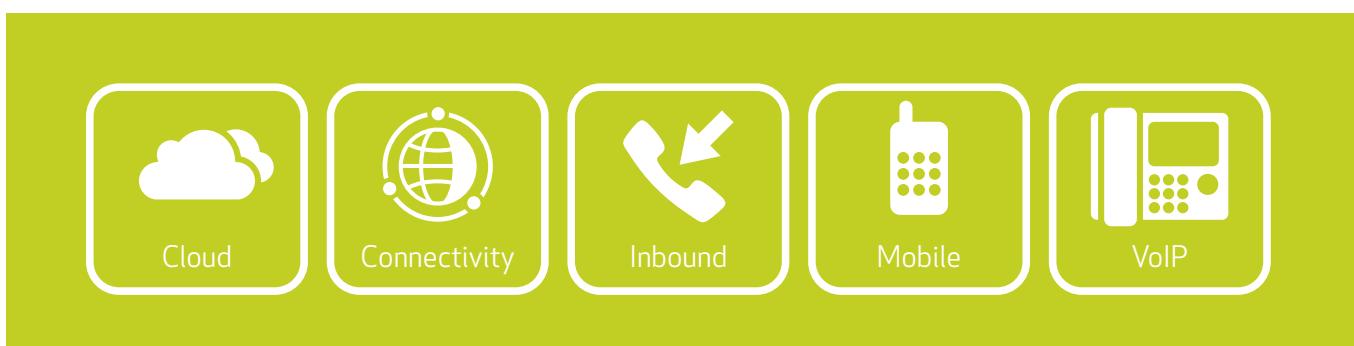
Inbound



Mobile



VoIP



We recommend keeping the current IP Solutions' corporate blue but, in order to add contrast to the website and collateral, introducing two other primary colours. We have also selected a set of complimentary colours which can be used as accents.

## Primary colours



Pantone 307



Pantone 390



Pantone 430

C 100

M 16

Y 0

K 27

R 0

G 120

B 174

Web: #0078ae

C 22

M 0

Y 100

K 8

R 195

G 207

B 33

Web: #c3cf21

C 5

M 0

Y 0

K 45

R 149

G 159

B 161

Web: #959ca1

## Complimentary colours



Pantone 306



Pantone 2577



Pantone 151

C 75

M 0

Y 7

K 0

R 0

G 188

B 228

Web: #00bce4

C 40

M 45

Y 0

K 0

R 156

G 141

B 195

Web: #9c8dc3

C 0

M 48

Y 95

K 0

R 248

G 152

B 41

Web: #f89829

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

ApexNew Book

## Fonts: Internal documents

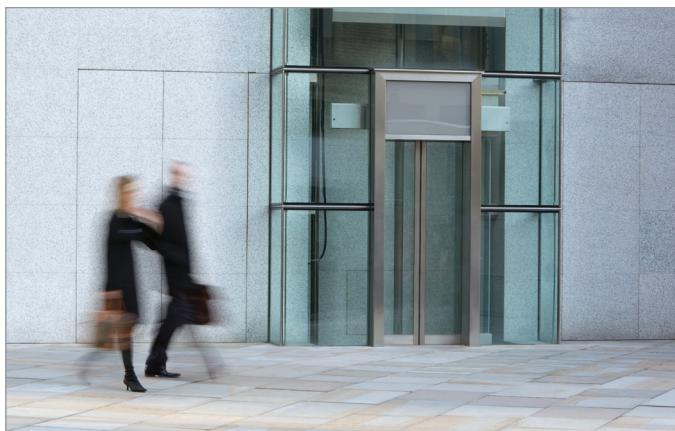
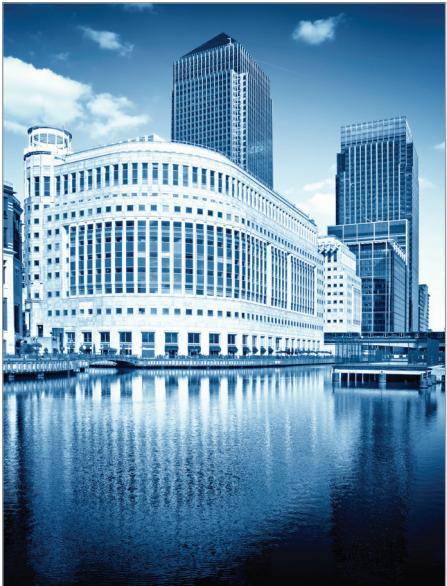
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Body text for internal documents should be in Arial at size 10pt in black.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Internal documentation: Arial

### Purchased images



# Letterhead and Compliments Slip

p12



COMMUNICATIONS, SORTED.



COMMUNICATIONS, SORTED.



Aldermans House . 34-37 Liverpool St . London . EC2M 3UJ  
T 0800 988 2020 . F 0800 988 2021 . E info@ipsolutions.uk.com

[ipsolutions.uk.com](http://ipsolutions.uk.com)

Compliments slips:  
Printed 1colour (pantone 307)  
one side only.

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[ipsolutions.uk.com](http://ipsolutions.uk.com)

Registered Company No 04213760 . Registered Address: 18 Hand Court . London . WC1V 6JF

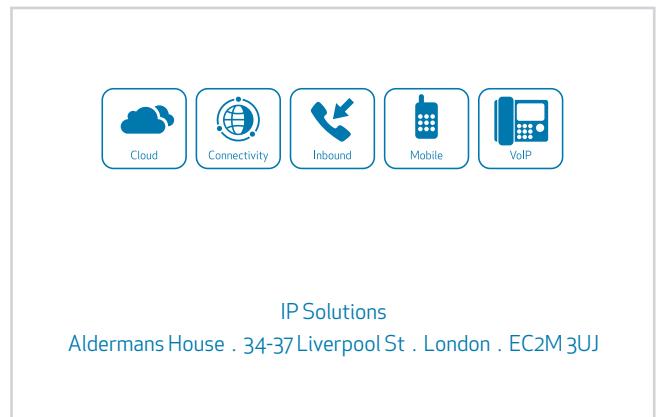
Letterhead:  
Printed 1colour (pantone 307) one side only.



Business cards:  
Printed 1 colour (Pantone 307)  
Spot UV on cloud of logo  
4 pp folded



Business card fronts



Business card reverse

More value, less hassle

Using a combination of business acumen and expert knowledge of the IT and telecoms market, IP Solutions removes the time and effort involved in finding and managing the most beneficial communications systems for your organisation.

Keith Purves  
Director  
DDI 020 3189 2868  
M 07740 579 011  
E keith.purves@ipsolutions.uk.com  
T 0800 988 2020  
F 0800 988 2021  
ipsolutions.uk.com

Business card inner

From: Keith Purves [keith.purves@ipsolutions.uk.com]  
Subject: Proposal  
Date:  
To:

Dear xxxxx,

Please find enclosed our Proposal.

**Keith Purves**  
Director

DDI 020 3189 2868  
M 07740 579 011

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Body Arial 10pt regular  
Black

Name Arial 10pt bold  
Position Arial 10pt regular

DDI Arial 10pt regular  
M Arial 10pt regular  
Black

Insert signature graphic

Disclaimer 9pt Arial  
GREY: (R149, G159, B161)

Case study A4 template front.

# CASE STUDY: CUSTOMER NAME

CUSTOMER LOGO



## BACKGROUND

Rorrore, quae. Vera perum rae nus perum, sequatinci dolores rerum remoditia sum dolor asse peraerc hilicaturit estion nonet et autecto ipsum inullam ut qui ut landae nisquis magnimus adiam, consed quibus dolupienis.

Uptas que nem. Es accus maxim quam nones sequatatur sim untis ad quist eumquas molorro vitatuae dollor si volupisint, estibus quid ute explandi quo voluptumet ut quis con cullam, to bearum quo imusam hillum earumqu assint quasperenem qui omnihilat omnimus ratemperum fugiam qui commolu ptatum que nis dolorum fuga. Ut vel iligentetur autatibus untion rehendernam sumquamus abor aut fugia et officipisim nobit rem quo. entecestet ut et qui atius voluptiusan liquia es millut ma il maios consed.

“ Ut as dolore, is adi delessi nverata sperissecab id quis ma ped ulles am quis et, culla cor rehent, ea doleniam dolor aut facit. Ut as dolore, is adi delessi nverata speriss ecab id quis ma ped ulles amuk. ”

Joe Bloggs, ABC Company

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Case study A4 template reverse.

**Ut as dolore, is adi delessi nverata sperissecab id quis ma ped ulles am quis et, culla cor rehent, ea doleniam dolor aut facit.**

Joe Bloggs, ABC Company

**CHALLENGE**

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**SOLUTION**

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**RESULTS**

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