

delta

Delta Economics | Brand Guidelines

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1.0

Our Brand

Delta Economics | Company in Brief

The logo consists of the lowercase word "delta" in a bold, serif font. A horizontal line is positioned below the letter "t".

Delta Economics

Delta Economics was founded on the principle that economic research should make a commercial difference to business.

This pragmatic approach has fuelled our growth: currently Delta Economics employs 20 high calibre economists and analysts globally all with strong academic backgrounds and substantial experience in business and policy settings.

Delta Economics is a pre-eminent source of specialist forecasting and economic research. We provide unique global market insight and analysis through our trade, trade payments and GDP forecasts and conduct economic research that allows our clients to anticipate market developments across a comprehensive range of sectors and continents. Our clients range from financial services to blue chip technology companies including Cisco and SAP.

1.2

Delta Economics | Our Approach

At Delta, we see economics as a tool to help businesses make decisions rather than as an end in itself. Our research is always focused on how it is useful as well as how it can make a difference to our clients.

We provide this service through access to our unique trade, trade payments and GDP software. Access is tailored to each client through an Application Programme Interface (API) or feed. This gives our clients bespoke access to:

- Economic and trade modelling and forecasting for countries and sectors
- Qualitative and quantitative market research, market intelligence and thought leadership with a particular emphasis on business and corporate growth
- Economic and trade news monitoring service across the countries and sectors covered

In addition to forecasting we also provide research-led consultancy, economic modelling, scenario planning and reporting based on our expertise in trade, macroeconomics and business growth.



1.3

Delta Economics | Our Brand

This document is a guide to the brand style for Delta Economics. It explains what our brand stands for, how it's expressed, and how the creative elements fit together in all our communications.

The guide should be followed when commissioning, designing or delivering any kind of exchanges between our consultancy and the public or clients.

To further understand our brand:

Sharp thinking, but with soft edges. We are clear, philosophical and factual - removing the wool with quantitative and qualitative research.

We are not purely about numbers, books and documents although as economists, these of course are vital to our approach. But to add value, we also source information from people, and as a result discover how it really is. We ask "why are numbers the way that they are?".

Because of this approach we are not exclusively linear, in fact our unique methods of analysis are narrative as well as explanatory. We gain our knowledge from expertise, work with reason, learn from history and data to better explain the future. Very few consultancies work in this way, making us prominent within our marketplace.

Delta Economics is:

- **Incisive**
- **Logical**
- **Precise**
- **Insightful**
- **Unique**

2.0

Our Logo

2.1

Delta Economics Logo

Our logo began with the inspiration from δ - fourth letter of the Greek alphabet. Delta (capital form Δ lower case form δ) is commonly used in subjects of science and mathematics, when describing change, a change of any variable quantity. Perfectly suited for the sector of economics which is ever changing.

The Delta logo should always appear with the correct colourways (Delta Master Blue), position and proportion.



If logo colour is not legible due to the colour of the background or image it is placed on, the reversed version should be used. Logo text becomes white and the background is filled with Delta Master Blue. Never print the logo in any colour variant other than these two specified within the brand guidelines.



The Delta logo can be accompanied by the full company name Delta Economics but only in the format shown. This grouping must consist of the Delta logo, a Strikethrough Line (with appropriate spacing; see **2.2 Delta Economics Logo | Logo Spacing**) and full company name. The Strikethrough Line can be equal to the logo size or carry across the document spread.



The logo should appear on every piece of creative you distribute (i.e. stationary, presentations, business documentation) and should not be altered in any way ; **see 2.3 Delta Economics Logo | Misuse**. For email signatures, standard HTML format text maybe used without a logo.

2.2

Delta Economics Logo | Logo Spacing

Exclusion Zone in Single Instances

Always preserve a clear space around the Delta logo to ensure clarity and legibility, no other text or graphics should appear in this area.

Calculate this exclusion zone by the lower case height of the Delta 'e'. This will help determine the minimum clear space around the Delta Economics logo whatever the scale may be.

This rule specifies for a single instance.



for independent use

Minimum Size

Minimum size: Do not use the Delta Economics logo smaller than 1" wide in print communications or smaller than 72 pixels in digital communications. This effects quality and legibility of the logo.



1 inch or 72 pixels

at smallest scale

Clear Space On Strikethrough Line

Using only the top portion of Delta 'e', this determines minimum clear space below the Delta logo and strikethrough line. Following this rule, the same top height of the 'e' in reverse determines lower half spacing before any additional text, including the full company name, is written.

Our logo does not fully name the company, so in this regard 'Delta Economics' should (where suitable) accompany the logo. If this arrangement is possible then 'Delta Economics' must always align itself with the 'Delta' logo.



Delta Economics

for use with strikethrough line

2.3

Delta Economics Logo | Misuse

Do not use the logo in other colours which have not been specified within these guidelines.



Do not shear, skew or distort the logo. Always maintain correct ratio.



Do not rotate the logo. Rotation Angle must always be set to 0 degrees.



Do not obstruct the logo with graphic imagery or any other artwork.



Do not squash or transform the logo to fit into a space. Always maintain correct ratio.



Do not add a suffix to the logo or place any text within the exclusion zone.



Do not change the transparency of the logo. Opacity must always be 100%.



Do not place the logo over clip art, graph data or photographic imagery.



2.4

Delta Economics Logo | Photographic Backgrounds

A photographic background can be used for presentational purposes, however the clear space around the Delta logo must be preserved (see [2.2 Delta Economics Logo | Logo Spacing](#)).

In order to maintain legibility, the Delta Master Blue colour becomes a background 'banner' fill housing the logo in white, this ensures legibility.



Clear Space On Strikethrough Line rules can also be applied when working with banners. Using this method a title can be applied to the document following 'Delta Economics'. Like the logo, all text must be in Plain White.



2.5

Delta Economics Logo | Examples on Backgrounds



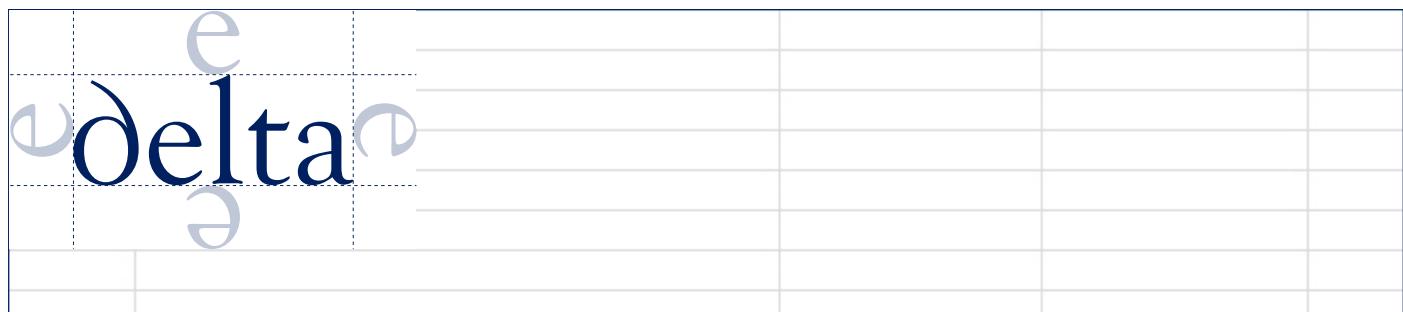
2.6

Delta Economics Logo | Within Excel

When sending Excel documents to clients, always use a Delta Economics logo in the top right corner.

Excel allows placement of images by using the *Insert > Picture* command. If a Delta Economics logo graphic has not been provided, ensure that enough cell space has been left for the exclusion zone. Additionally, the logo must sit on white space (or Delta Blue coloured space if a white logo is used). In order to achieve this, cells can be merged or border shading with white lines could be applied around the logo exclusion space.

If the document creator decides to used frozen panes, the logo must be included within them.



Code	Commodity	USD Value 2012	Projected value 2016	Project
2709	Petroleum oils, oils from bituminous minerals, cru..	524144217713.80	650555701228.51	11268
8542	Electronic integrated circuits and microassemblies	271914685596.81	310886637014.25	5036
2710	Oils petroleum, bituminous, distillates, except cr...	187754910170.31	234795275212.19	4064
2711	Petroleum gases and other gaseous hydrocarbons	88857270956.77	112646688729.68	1930
2601	Iron ores and concentrates, roasted iron pyrites	92176609077.53	133417674277.33	2411
8471	Automatic data processing machines (computers)	73348569411.99	85763909005.88	1363
8517	Electric apparatus for line telephony, telegraphy	69250610311.41	99905438823.83	1775
2701	Coal, briquettes, ovoids etc, made from coal	63639614965.74	90282174531.79	1596
7108	Gold, unwrought, semi-manufactured, powder form	56077755264.32	79617837984.58	1445

3.0

Typography

3.1

Typography | Typeface

Our brand typeface is Helvetica or Helvetica LT Std (as it is also known).

LT in a fontname is for Linotype. **Std** in a font from Linotype/Adobe/Monotype stands for “Standard OpenType font” - which removes characters such as small caps, non-lining figures and ligatures. If additional character support is needed the typeface will need to upgraded to Helvetica LT Pro.

Helvetica LT Std should be used for all applications, except for internal documents and communication, or online HTML text where Helvetica LT Std is not available. In these cases use Arial as a default font.

Keep typography simple. Do not overcrowd layouts and do not use too many type sizes. Use weight, such as ***Helvetica LT Std Bold*** or ***Helvetica LT Std Bold Oblique*** to draw emphasis instead.

3.2

Typography | Family

Helvetica LT Std Roman / Regular

Helvetica LT Std Oblique / Italic

Helvetica LT Std Bold

Helvetica LT Std Bold Oblique / Italic

Helvetica LT Std Black

Helvetica LT Std Light

Helvetica LT Std Light Oblique / Italic

Helvetica LT Std Condensed

Helvetica LT Std Condensed Oblique / Italic

Helvetica LT Std Condensed Bold

Helvetica LT Std Condensed Bold Oblique / Italic

Helvetica LT Std Condensed Black

Helvetica LT Std Fractions

3.3

Typography | Common Uses

Helvetica LT Std Roman / Regular

Helvetica LT Std Roman, or otherwise known as Regular, is a light, clean practical font and is ideal for body copy in brochures leaflets, letters, memos and online. It looks most effective when set in 7, 9, 10, 11 and 12pt type.

Type should never appear below 5pt. There is no maximum limit to type size.

The quick brown fox jumps over the lazy dog

example of Roman/Regular

Helvetica LT Std Oblique

Helvetica LT Std Bold Oblique

Helvetica LT Std Oblique, or otherwise known as Italic, should be used within text to give emphasis to a word or a phrase.

Helvetica LT Std Bold Oblique should be used alongside Helvetica LT Std Oblique within text which contains a header or title.

example: emphasis of title then phrase or sentence

The quick brown fox jumps over the lazy dog

example of Oblique / Italic

The quick brown fox jumps over the lazy dog

example of Bold Oblique / Italic

Helvetica LT Std Bold

Helvetica LT Std Bold has additional weight and can be used for emphasis in small titles, headings and sub-headings. It looks most effective when set in sizes between 7 and 14pt type. Can be used at other sizes but when used with emphasis, size should be set to the body copy following it.

example: Name of Person | Title of Person

Due to the weight of this typeface, tracking is recommended at -15 when using InDesign.

The quick brown fox jumps over the lazy dog

example of Bold

3.4

Typography | Specific Uses

Helvetica LT Std Black

Helvetica LT Std Black is recommended for use with large titles or major headings. This type looks most effective when it is used at 14pt and above.

Due to the density and weight of this typeface, tracking is recommended at -25 when using InDesign. In Word or PowerPoint you can amend spacing in *Font > Advanced > Spacing > Select: Condensed by 1pt*.

The quick brown fox jumps over the lazy dog

example of Black

Helvetica LT Std Light Helvetica LT Std Light Oblique

Helvetica LT Std Light is a super light, sharp font and is ideal for secondary text which does not need the eye drawn to it. It looks most effective when set in sizes between 7 and 14pt type but can be used in smaller fonts in order to reduce impact. Type however should never appear below 5pt.

example: See use of annotations on the right

The quick brown fox jumps over the lazy dog

example of Light

The quick brown fox jumps over the lazy dog

example of Light Oblique / Italic

Helvetica LT Std Condensed Helvetica LT Std Condensed Oblique Helvetica LT Std Condensed Bold Helvetica LT Std Condensed Bold Oblique Helvetica LT Std Condensed Black

Helvetica LT Std Condensed is a useful font for when a large amount of text needs to be set in a small space. For example a disclaimer, legal notes, or terms and conditions. It is available in Roman/Regular, Oblique, Bold, Bold Oblique and Black.

Guidelines set for type faces in all formats should be adhered to with condensed font other than black.

The quick brown fox jumps over the lazy dog

example of Helvetica LT Std Condensed

The quick brown fox jumps over the lazy dog

example of Helvetica LT Std Condensed Oblique

The quick brown fox jumps over the lazy dog

example of Helvetica LT Std Condensed Bold

The quick brown fox jumps over the lazy dog

example of Helvetica LT Std Condensed Bold Oblique

The quick brown fox jumps over the lazy dog

example of Helvetica LT Std Condensed Black

3.5

Typography | Fractions and Listing

Helvetica LT Std Fractions

Helvetica LT Std Fractions, fonts include full-size numbers, pre-built fractions in two formats, and numerical characters you can use to build two formats of fractions: fractions divided by a diagonal slash (“diagonal fractions”), and fractions divided by a horizontal line (“stacked fractions”).

Type should never appear below 5pt. There is no maximum limit to type size.

%/0 ⁰ ₀ ₁ ¹ ₁ ₂ ² ₂ ₃ ³ ₃ ₄ ⁴ ₄ ₅ ⁵ ₅ ·
₀ ₁ ₂ ₃
₇ ₈ ₉
₀ ₁ ₂ ₃
₄ ₅ ₆
%/₀ ¼ ¼ ½ ½ ¾ ¾ ⅓ ⅓ ⅔ ⅔ ⅕ ⅕ ⅖ ⅖

[example of Fractions](#)

Helvetica LT Std Bulleted Lists

Helvetica LT Std Roman has no other bullet than the circular • symbol. In order to match the Strikethrough Lines and grid formations you must define a new bullet which is square ■ .

In all Microsoft programs this can be done by using Wingdings font, symbol #167. Select the body copy then *Define New Bullet > Symbol*. Within InDesign use standard *Paragraph > Bullets and Numbering* format options.

Bullets should always appear one M space from the body copy.

■ Bulleted List Body Copy

[example of Bulleted List item](#)

Helvetica LT Std Numbered Lists

Helvetica LT Std Roman uses standard formatting with a number followed by a decimal point. Formatting for this can be done in the same way mentioned above. Only use numbered lists for sequentially listed information.

Numbered lists should always appear one M space from the body copy.

1. Numbered List Body Copy

[example of Numbered List item](#)

3.6

Typography | Family Uses Summary

Body Copy - main font format.
Best viewed in sizes between 7 and 14pt.
Never appear below 5pt.
No maximum limit to type size.

Helvetica LT Std Roman

Within body copy.
Give emphasis to word or phrase.
Bold use on headers or titles.
Never appear below 5pt.
Use when referencing publication titles.

Helvetica LT Std Oblique
Helvetica LT Std Bold Oblique

Used for emphasis in titles.
Used for headings/sub-headings.
Never appear below 5pt.

Helvetica LT Std Bold

Used for large titles/major headings.
Set to 14pt and above.

Helvetica LT Std Black

Ideal for secondary or annotation text.
Best viewed in sizes between 7 and 14pt.
Use smaller point to reduce impact.
Never appear below 5pt.

Helvetica LT Std Light
Helvetica LT Std Light Oblique

Used for large amounts of text set into a small space.
Never appear below 5pt.

Helvetica LT Std Condensed
Helvetica LT Std Condensed Oblique
Helvetica LT Std Condensed Bold
Helvetica LT Std Condensed Bold Oblique
Helvetica LT Std Condensed Black

Specific numerical font.
Used to build formats of fractions.
Never appear below 5pt.

% / 0 ⁰ ₀ ⁻ ₀⁻ %₀ ¼ ¹/₄ ½ ¹/₂ ¾ ³/₄ ⅓ ¹/₃ ²/₃ ²/₃ ²/₃

3.7

Typography | Vertical Bars and Capitalisation

Delta Economics has a commonly used special character - the **Vertical Bar** |

This should be used:

- When separating a persons name from their position or title
- When dividing a primary heading from a secondary heading, or title and sub-title (only if both are on the same line)
- In cases where information is given in two parts

example: Name of Person | Title of Person

example: Services | Bespoke Research

example: Telephone | +44 (0) 20 3427 6106

A secondary rule which should be applied in these instances is uses of capital letters.

see above for examples

For stylisation, capitalize all words EXCEPT articles (*a, an, the*), prepositions (*in, on, of, by, for, to, from*), and conjunctions (any words fewer than four letters *and, but, yet, for, nor, or, so*).

4.0

Strikethrough Line

4.1

Strikethrough Line | Application in Headers

The Strikethrough Line is simply a way of dividing information, creating a clean, crisp separation between two or more sets of text. Functionally it performs as a guide for the eye to navigate through sections of data.

Uses In Headings

Strikethrough Lines used in heading separates core information at the top, whilst leaving secondary and tertiary information below.

Rules:

- Thickness must be 1pt minimum
- Colour is dependent on environment used but brand colours should be adhered to
- Spacing between top/bottom varies depending if Delta logo is being used (see below)
- (No logo present) distance between the top and bottom content is one **M** space from baseline
- Length of the line itself should span the entire environment in which it is used unless no edge to edge printing is available, then it should span within the printable area.
- Space beneath before following content is either one (minimum), two or three (maximum) **M** spaces. Recommendation of three to be used in single A4/A3 sheets or PowerPoint covers.

Core Information

M
M
M
W
Secondary | And Tertiary Information

Body copy that follows beneath...

example of strikethrough line use in headings

Uses With Logo

For guidance on using Strikethrough Lines with the Delta logo see; **2.2 Delta Economics Logo | Logo Spacing** and **2.4 Delta Economics Logo | Photographic Backgrounds**.

4.2

Strikethrough Line | Application in Sub-Headers

Uses In Sub-Headings

Whilst writing documentation such as reports, PowerPoint, web content or even stationary, sub-heading Strikethrough Lines create an aesthetic divide between content.

Rules:

- Thickness must be 0.5pt
- Colour is dependent on environment used but brand colours should be adhered to
- Distance between the top and bottom content is simply one **M** space either side
- Length of the line itself should equate to the column and width of space given for body copy.
- Space beneath before following content is one **M** space only

Core Information

Following content beneath...
Body copy that follows beneath...

example of strikethrough line use in headings

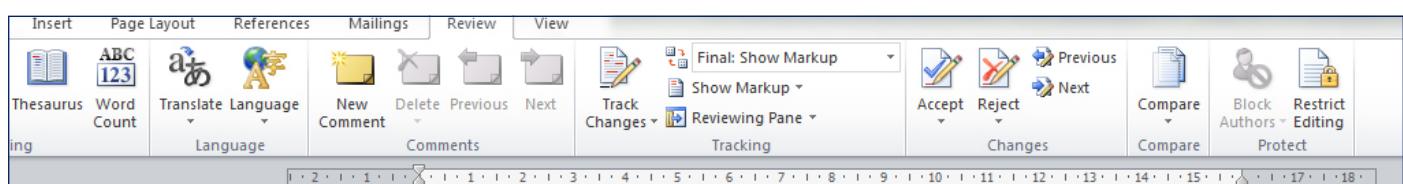
4.3

Strikethrough Line | Application in Word

A Strikethrough Line for use in Word is most accurately created using tables. Overleaf an explanation of application is shown.

As edge to edge printing may not always be available, limiting the Strikethrough Line length to the table width is acceptable.

All these formatting options can be saved into a template. When you want to create a new document with these settings, in the New Document dialogue box, double-click New from Existing and select the required template document (Microsoft Word 2010).



The screenshot shows the Microsoft Word ribbon with the 'Review' tab selected. The ribbon tabs include Insert, Page Layout, References, Mailings, Review, and View. Below the ribbon, there are several groups of icons: Thesaurus, Word Count, Translate Language, New Comment, Delete Previous, Next, Track Changes, Show Markup, Final: Show Markup, Previous, Next, Accept, Reject, Compare, Block Authors, and Protect. A status bar at the bottom shows page numbers from 1 to 18.

Trade Forecast

Trade From Europe | January 2013

Volare quidebitatem in reic tem fugiam sequias utetureptat occullupta prat. Id quiasi denet re es nus maio voloreiur? Musapera non perum la con nestis sinullore veris doluptaquiam inctiat ipienihil ipsant, exerum fuga. Ra vent, quaerum exerum quis debis vellate mperum que sim ent. Cab ides et doluptatibus nitenisqui quibus qui ipideni animagn atibus imus et eiusdam unto molesti onsectatiis ate valorio rposapel expedio comni nis dolest, atent. Peribus, quo maximax iminvendant alitatu scimpior eperum fuga.

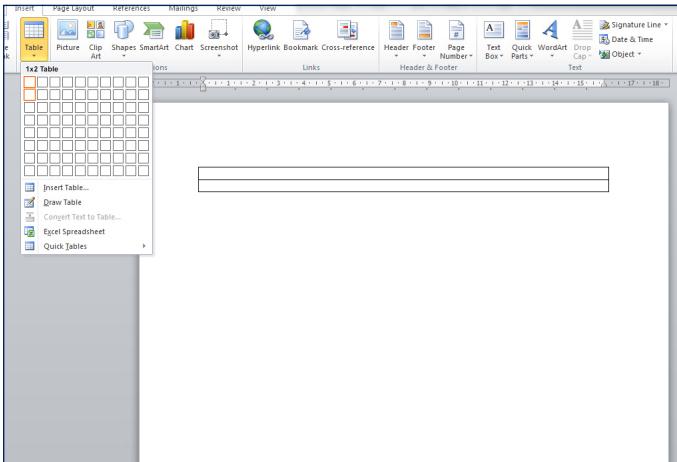
Nam, sunte pos nostibus, archil mil explignis arum quo moluptatius audi optatusda ea verchit et volori reribusa pra delitatur? Onsequasim nos dit, ut lacient. Mi, qui di beatum fugitate nus, commolu picidi re, ipsunt faces delest, utendi de voluptatem doluptatete que doluptatuir? Ihictiusapit voluptat aliqui officillabor sit eumque nit ut pere, omnissum fuga. Idelitas issime sa vendusd anditatur, od modit aut omnis digenis audanisquos et facestorat accus rerchilis archil mo estinis sim nit quo dolupta verferunt isit estiberatus magnihil maiorerferum.

Faciistem velliquis nis a non corero tota voluptas molectorem cum facias adignia dolupta dolupta tatinclips endustoria voloresto beatenda solupta natum quam, simporeium ipsundam et reiusdantur? Agnat eaquatendi officab inim quis venempos et eiurent ommos prae quam ex et doloreintu ciusam natur am et ut exnelles sam et harunt. Pudae quia incturem

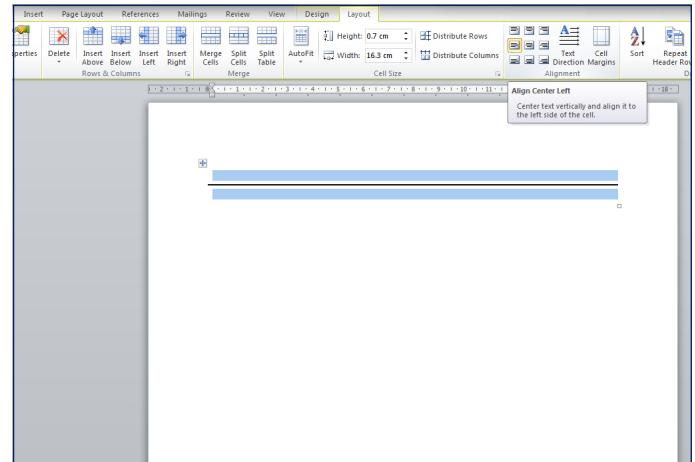
Example of brand adhered headings within Word. Design is set with no edge to edge printing available.

4.4

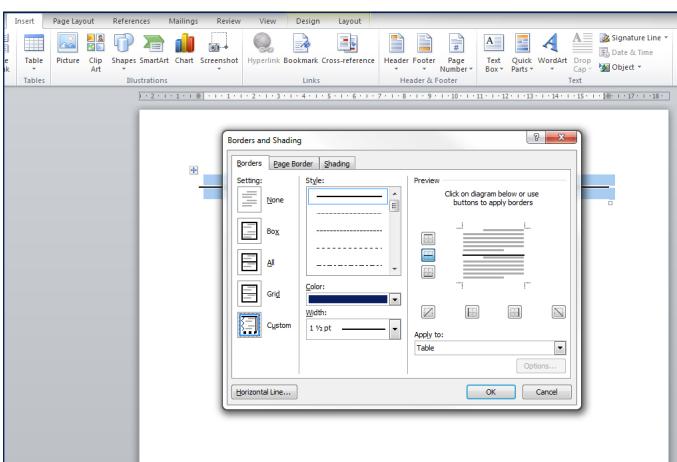
Strikethrough Line | Application in Word Guide



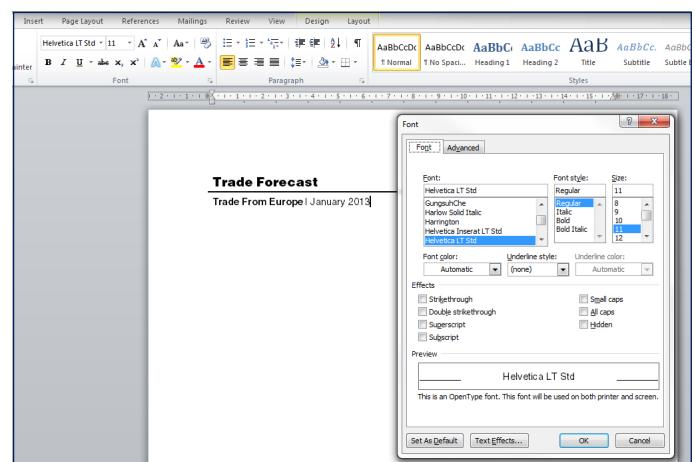
1. Insert a two row single column table, this allows space for a header and below it, a sub-header with any additional information.



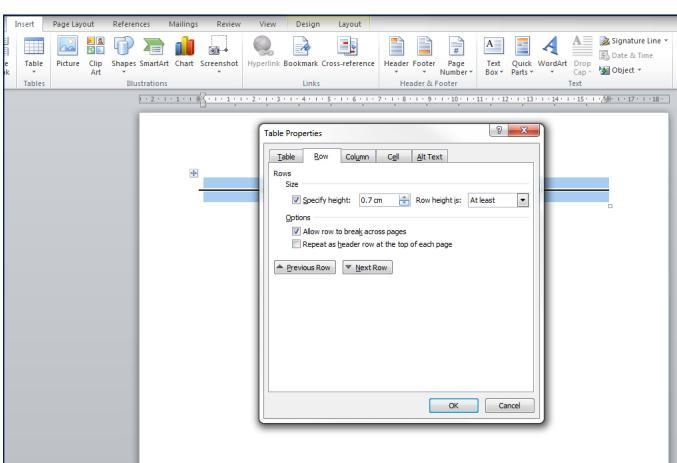
4. Select both rows and Align Center Left all content.



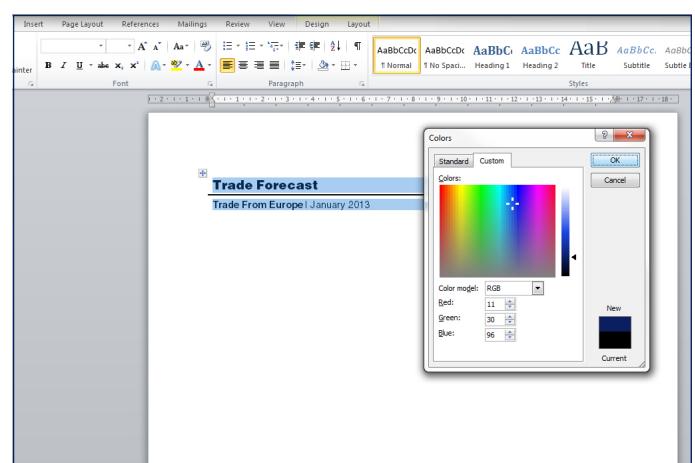
2. Formatting can be applied to Borders and Shading to ensure only the Strikethrough Line is present (weight of the line is dependent on font size), line colour will need to be changed here.



5. Change font type, formatting, sizes and colour.



3. Heading typography will be arranged correctly when adjustments to row height are made, heights will be dependent on font type, weight and size.



6. Change colour to Delta Master Blue | Pantone 2757 C.

5.0

Colourways

5.1

Colourways | Palettes

There are three primary groups of corporate colours used in our branding.

Delta Master Blue is applied to the logo, header text accompanying or backgrounds (to house a white logo) and Strikethrough Lines. Most commonly used will be True Black for body copy on Plain White.

A palette of blues is available for graphical information such as tables, charts, highlighting and (where appropriate) colourising types of Delta Economic products or services.

A palette of greys to be used when colour is not available or appropriate to apply. These can also be used to compliment tables and graphs with an extra set of values.

Delta Master Blue PANTONE 2757 C C:100 M:96 Y:31 K:27 R:11 G:30 B:96 L:14 A:15 B:-42 #0b1e60	Plain White C:0 M:0 Y:0 K:0 R:255 G:255 B:255 L:100 A:0 B:0 #ffffff	True Black C:75 M:68 Y:67 K:90 R:0 G:0 B:0 L:0 A:0 B:0 #000000
Delta Blue #1 C:100 M:84 Y:29 K:11 R:6 G:53 B:118 L:23 A:7 B:-42 #063576	Delta Blue #2 C:99 M:73 Y:15 K:3 R:0 G:75 B:140 L:31 A:1 B:-42 #004b8c	Delta Blue #3 C:84 M:52 Y:0 K:0 R:0 G:116 B:217 L:48 A:-3 B:-60 #0074d9
Delta Blue #4 C:72 M:33 Y:0 K:0 R:65 G:146 B:217 L:58 A:-8 B:-44 #4192d9	Delta Blue #5 C:53 M:16 Y:0 K:0 R:122 G:186 B:242 L:73 A:-10 B:-35 #7abaf2	Delta Grey #1 C:9 M:7 Y:7 K:0 R:235 G:235 B:235 L:93 A:0 B:0 #ebebeb

5.2

Colourways | Secondary Colours

In addition to the Delta Blue palette, a selection of secondary colours has been made for use within information graphics only. These colours have been chosen (via Monochromatic and Analogous methods) to act as highlight colours for graphs and charts, as well as to complement the primary colours. If further colours are needed, blues with similar hues can be chosen.

Delta Blue #1B C:88 M:64 Y:20 K:5 R:49 G:88 B:141 L:37 A:0 B:-34 #31588d	Delta Blue #2B C:84 M:52 Y:16 K:3 R:48 G:107 B:159 L:43 A:-6 B:-34 #306b9f	Delta Blue #3B C:71 M:31 Y:0 K:0 R:67 G:151 B:223 L:60 A:-8 B:-45 #4397df	Delta Blue #4B C:51 M:18 Y:2 K:0 R:134 G:182 B:223 L:72 A:-9 B:-26 #86b6df	Delta Blue #5B C:27 M:6 Y:1 K:0 R:196 G:222 B:244 L:87 A:-5 B:-14 #c4def4
Delta Blue #1A C:100 M:84 Y:29 K:11 R:6 G:53 B:118 L:23 A:7 B:-42 #063576	Delta Blue #2A C:99 M:73 Y:15 K:3 R:0 G:75 B:140 L:31 A:1 B:-42 #004b8c	Delta Blue #3A C:84 M:52 Y:0 K:0 R:0 G:116 B:217 L:48 A:-3 B:-60 #0074d9	Delta Blue #4A C:72 M:33 Y:0 K:0 R:65 G:146 B:217 L:58 A:-8 B:-44 #4192d9	Delta Blue #5A C:53 M:16 Y:0 K:0 R:122 G:186 B:242 L:73 A:-10 B:-35 #7abaf2
Delta Blue #1C C:76 M:48 Y:0 K:0 R:68 G:121 B:194 L:50 A:0 B:-44 #4479c2	Delta Blue #2C C:72 M:33 Y:0 K:0 R:65 G:146 B:216 L:58 A:-8 B:-44 #4192d8	Delta Blue #3C C:95 M:71 Y:40 K:34 R:27 G:60 B:89 L:24 A:-4 B:-21 #1b3c59	Delta Blue #4C C:76 M:46 Y:20 K:5 R:70 G:117 B:159 L:47 A:-7 B:-28 #46759f	Delta Blue #5C C:61 M:34 Y:19 K:4 R:112 G:146 B:176 L:59 A:-7 B:-20 #7092b0

6.0

Photography

6.1

Photography | Key Principles

Photography is an essential part of the Delta Economics brand identity. Below are simple rules designed to ensure suitable imagery is chosen to reflect the many different aspects of our business.

Reflecting Personality or a Vision

Because of Delta Economics has a narrative approach to data analysis, chosen photography should follow this example. Images should invoke curiosity, interest or tell a story. However images must be relevant, precise or have metaphorical purpose to the content presented.

Rules:

- Demonstrate relevance, modernity and character
- Add visual variety, depth or excitement using unusual camera angles, shadow or lighting in a creative and unique way
- Images can be metaphorical or logical



example of metaphorical photograph

Reporting and Product Based

For factual and incisive application, use authentic imagery such as cityscapes, relevant people in realistic situations or credible settings. Always use true, natural colours and avoid anything that appears posed or over-staged.

Rules:

- Relates directly to the article attached, designed to support the content, product or report
- Aims to promote a product, idea or solution
- Content could reflect the Delta Economics working environment or current business



example of product based photograph

6.2

Photography | Sources and Restrictions

Photographic imagery can be obtained from a variety of sources, however a reputable source such as online, professional photographer or other digital supplier should always be considered. If photography is stated as royalty free, it would be worth emailing the owner to ensure use is allowed in that particular circumstance.

All photographic imagery used should be legal, decent, honest and truthful and should reflect a sense of thoughtfulness to the intended audience. Content with references to tobacco use, alcoholic drinks, nudity, gambling, weapons, politics (those which may determine bias or support a particular movement), tattoos and piercings are not welcomed.

Other types of photography or images to avoid are:

- Low resolution, noisy or completely blurred imagery are not acceptable
- Clip Art or Stock Illustration from standard Microsoft libraries or similar software programs
- Uninspiring imagery, content should be engaging (wow factor or interesting) and well photographed (of high quality and good composition)
- Dark, indeterminable or confusing imagery which doesn't communicate the intended message clearly



example of low resolution, noisy photograph with bad composition



example of poor quality clip art

6.3

Photography | Photographs of Employees

Photographs of Delta Economic employees which are to be used in communication must be clear, relevant and professionally shot.

If profile imagery are to be shot they should adhere to these rules:

- Monochrome format
- Subject must clearly have head and shoulders in view, central to the shot with either a positive or friendly demeanour
- Subject must be shot with a good amount of negative space
- Subject must be in respectable attire which is befitting of representing Delta Economics
- Each subject must be shot on a white or light grey background



example of employee photograph

6.4

Photography | Correct Application

In order to manage large volumes of images which will eventually populate your stock library, following two simple rules will help organise your files.

Naming Conventions

Once obtained, photography should be stored within an organised folder system following a strong naming convention. Using camel case formatting (where the first word is all lowercase with each consecutive word adjoining starting with a capital). Spaces are also replaced by underscores.

Rules:

- Category first (i.e. product, report, metaphorical)
- Name of photo content (i.e. Old Bailey)
- Sequential number
- Resolution (can be helpful but not essential)

report_weatherStormy_01_960x540

example of naming convention with camel case formatting

metaphorical_beeHive_01_960x540

metaphorical_beeHive_02_1280x720

metaphorical_beeHive_03_1920x1080

example of sequential naming convention

Correct Resolution and Aspect Ratio

When using any kind of imagery it is important to make sure the image is fit for purpose, not only in content and file type, but also in resolution.

Rules:

- If an image is needed for a 1280x720 frame, ensure the image is resized to fit.
- Never up-scale an image to fit a frame, it will lose quality. Find another image which fits correctly.
- Ensure the right file type is used, generally .jpg files are best as they have low file sizes and good levels of compression (i.e. in comparison to .bmp)

7.0

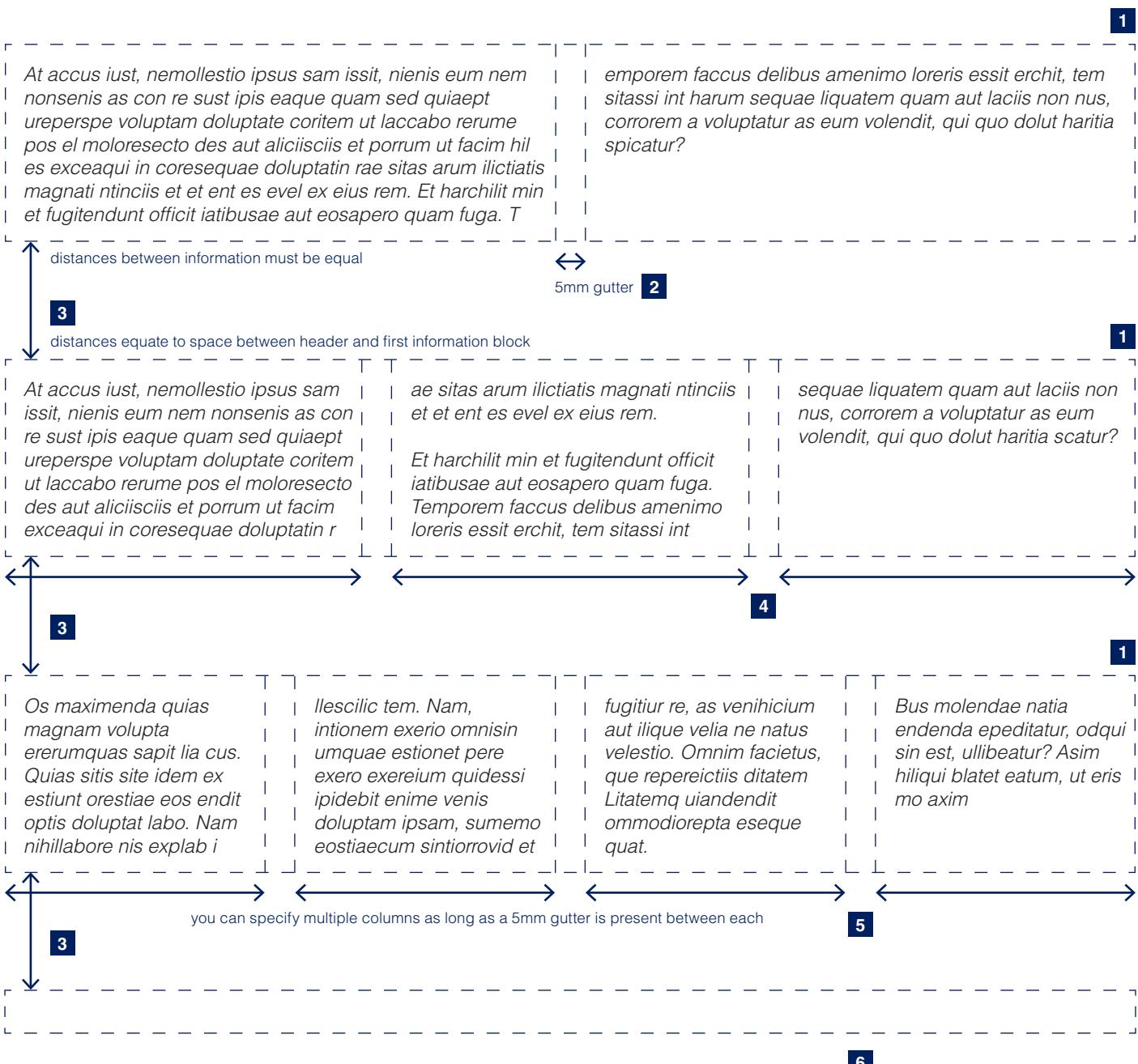
Grids

7.1

Grids | How to Govern Data

In order to present information in a consistent way and with flexibility, a grid system is used. Grids can be applied to any spread, the system is based on equally spaced columns with a 5mm (or double M space) gutter. Examples of how information can be presented is shown below.

- 1** dash line shows the column grid formatting (two, three or four)
- 4** columns can be any height but widths must always be equal
- 2** 5mm (or double M space) gutter
- 5** multiple column spreads are suitable for blocks of information
- 3** distances between information must be equal
- 6** single columns / full spreads can also be used



7.2

Grids | Two Columns Layout

Two column layout. Headers can be used either over each column for across both. Graphs or images can replace blocks of text.

Example Grid Formatting

Two Columns Layouts

Example Heading 1

*At accus iust, nemollesto ipsus sam issit, nien-
is eum nem nonsen is as con re sust ipis ea que
quam sed quiaept ureperspe voluptam dolup-
tate coritem ut laccabo rerume pos el molore-
seco des aut aliciisclis et porrum ut facim hil
es exceaqi in coresequae doluptatin rae sitas
arum ilicitati magnati ntincis et et ent es evel
ex eius rem. Ulluptae labore consecut alit
porrum et ut quas si quibus, qui quibus veriae
nobis nulparias am experumquos adiae aciis
etur autet qui ullorit, ut valor sequi dia autecto.*

Example Heading 2

*Velendipsus minisquoditi officip ident, od
estibus, volutem faccuptaeri torrovid quidusd
andae. Et omnis adiatur, optat volupta vendicia
non endes earum ventem ratur se poresse-
quam eatempo repudantus ea inctur acerior-
pori nobitatis etum quatem vellorem quisiti ius
maximilitem sita natis venim cusam, vellatur,
aut rempore eum eum consequ isquam re non
porepercidel et fugia nia conem que ea commis
eos as el magnimil maximus.*

Example Heading 3

*Eque consequae nonsed maio
blabo. Et vendi ulligniatur ad
maxim re quunt.
Adi sin parum nimos dolesto
repelis idtintem harcia excess
nonsequi derum harciunt.
Nonsequi endigendae plaut
ipid quiberis etur ratur?
Net lat et, id que net, ut eos
et quod erit qui cuptatecea
alitaquatur?
Odi rendaero in nimagnatis
eritati consedit, ium ipsus
quae sapid mint quibust,
optiusd antibusania nonsequis
rem abor audandi consenien-*

*dae non prati ut vendandis ab
inveliqui conse sapiend un-
derro blatur?
Anturitio eum que ped mod
maionsende voleniae voles-
qui quis ipsam dolentur atqui-
bus aperaectur apicia sus
eatur? Nonsequam natir sit
latquam, tempeliquia qui di
quam, qui quiatio ssequate
volorat.
Ebis nonsequasita conse labo.
Neque eiciunt.
Ebis duciur, sunt hil ipsa dolori
nimet autatectecus doloreptat.
It ex exerum et rem fugia int*

7.3

Grids | Three Columns Layout

Three column layout. Headers can be used either over single columns, across single and a pair, or completely across all three.

Example Grid Formatting

Three Columns Layouts

Example Heading 1

At accus iust, nemollesto ipsus sam issit, nienis eum nem nonsenis as con re sust ipis eaque quam sed quiaept ureperspe voluptam doluptate coritem ut laccabo rerume pos el moloresecto des aut aliciisciis et porrum ut facim hil es excequi in coresequae doluptatin rae sitas arum ilictiatis magnati ntinciis et et ent es evel ex eius rem.

Example Heading 2

Ulluptae labore consectetur alit porrum et ut quas si quibus, qui quibus veriae nobis nul-parias am experumquos adiae aciis etur autet qui ullorit, ut volor sequi dia autecto volorat. Velendipsus minisquoditi officip ident, od estibus, volutem faccuptaeri torrovid quidusd andae.

Example Heading 3

Et omnis adiatur, optat volupta vendicia non endes earum ventem ratur se poressequam eatempo repudantus ea inc- tur aceriorpori nobitatis etum quatem vellorem quisiti ius maximilitem sita natis venim cusam, vellatur, aut rempore eum eum consequi isquam re non porepercidel et fugia nia conem que ea commis eos as el magnimil maximus.

Example Heading 4

Eque consequae nonsed maio blabo. Et vendi ulligniatur ad maxim re quunt. Adi sin parum nimos dolesto repelis iditintem harcia excess nonsequi derum harciunt. Nonseque endigen-dae plaut ipid quiberis etur ratur? Net lat et, id que net,

ut eos et quod erit qui cup-tatecea alitaquatur? Prati ut vendandis ab inveliqui conse sapiend underro blatur?

Example Heading 5

Anturitio eum que ped mod maiionsende voleniae voles- qui quis ipsam dolentur atqui-bus aperaectur apicia sus eatur? Nonsequam natuir sit latquam, tempeliquia qui di quam, qui quiatio ssequate doloreptatias.

Example Heading 6

Xeristo magnamentio et volorro dem quoditi nvelend uctio. Itatiatur sam volupta venditatur molorec erepu-daectur aut dignim con non-secto consequi sus, soluptate dolatiis dolore nobitibusam aut adis et parciiis digenis ex

exero cusaper cipsant et vel illectem ullatur, tori doluptatet occabo. Nitasm usaperum aut eturere ctatem venet mo dit fuga. Ditatemos mos etur? Ari de cus sam estium int eosti tem se pro min pore-rum quatia quas mi, cor sam

voluptate sitios con eumenda rebrati con perfero restio odi sit experi idelibus dolorpore nus netur seque. Officia cum quid que volores sum vendi-gende voluptia delessit eos aut plaborum endior apitem et aliberi officaborro eum ius.

Grids | Four Columns Layout

Four column layout. Headers can be used either over single columns, across any single and pair combination or completely across all four.

Example Grid Formatting

Four Columns Layouts

Example Heading 1

*At accus iust, nemoll-
estio ipsus sam issit,
nienis eum nem non-
senis as con re sust
ipis eaque quam sed
quia ept ureperspe
voluptam doluptate
coritem ut laccabo
rerume pos el molore-
seco des aut aliciisci-
is et porrum.*

Example Heading 2

*Coresequae dolupta-
tin rae sitas arum ilicti-
atis magnati ntincis et
et ent es evel ex eius
rem. Ulluptae labore
consecut alit porrum
et ut quas si quibus,
qui quibus veriae
nobis nulparias am
experumquos adiae
aciis etur autet.*

Example Heading 3

*Dia autecto volorat.
Velendipsus minis-
quoditi officip ident,
od estibus, volutem
faccuptaeri torrovid
quidusd andae.*

Example Heading 4

*Quas rem que di vol-
liquia eum inimus dus
sit, saperuntint volut
es elent eaquat fac-
ersp iendisq uuntiis
mo quia sin consequ
atatiis molores truplat
et lam nossed quis-
sedicae rem fugitat
am facerat isquos alit
est, siti accum?*

Example Heading 5

*Eque consequae
nonsed maio blabo.
Et vendi ulligniatur ad
maxim re quunt.
Adi sin parum nimos
dolesto repelis iditint-
em harcia excess non-
sequi derum harciunt.
Nonsequae endigen-
dae plaut ipid quib-
eris etur ratur?*

*Net lat et, id que net,
ut eos et quod erit qui
cupitatecea alitaqua-
tur? Odi rendaero
in nimagnatis eritati
consedit.*

Example Heading 6

*Prati ut vendandis ab
inveliqui conse sapi-
end underro blatur?
Anturitio eum que
ped mod maiionsende
voleniae volesequi
quis ipsam dolentur
atquibus aperaectur
apicia sus eatur?
Nonsequam natuir sit
latquam, tempeliquia*

*qui di quam, qui qui-
atio ssequate voloral-
bus aliquist dolupta-
spientiam.*

Example Heading 7

*Hilique eriorporae. Ut
oditis suntbeat.
Ugit lanienda vo-
loreped quia volupta-
tiament ent quam,
serate volupicidit mo-
luptatem non excess*

*ea doluptatibus mil ip-
sam, autemqui reium
que voluptatat.
At que cum ne sunt
quaes eatia veria
qui re plitint audis at
que et isqui conet,*

*sinvent alis dolorup-
tatur? Quid magnat et
mod moluptam labo.
Atendes toreped ma-
nonsequam que non
pre nitatestis nihil
iligentet, ipsaecatust,*

*officate laut oditius.
Voluptasit que simi-
nitam nestem earum
est, sit re, qui ullac-
cus. Ut veliatur modi
valorae velignat.*

8.0

Information Graphics

8.1

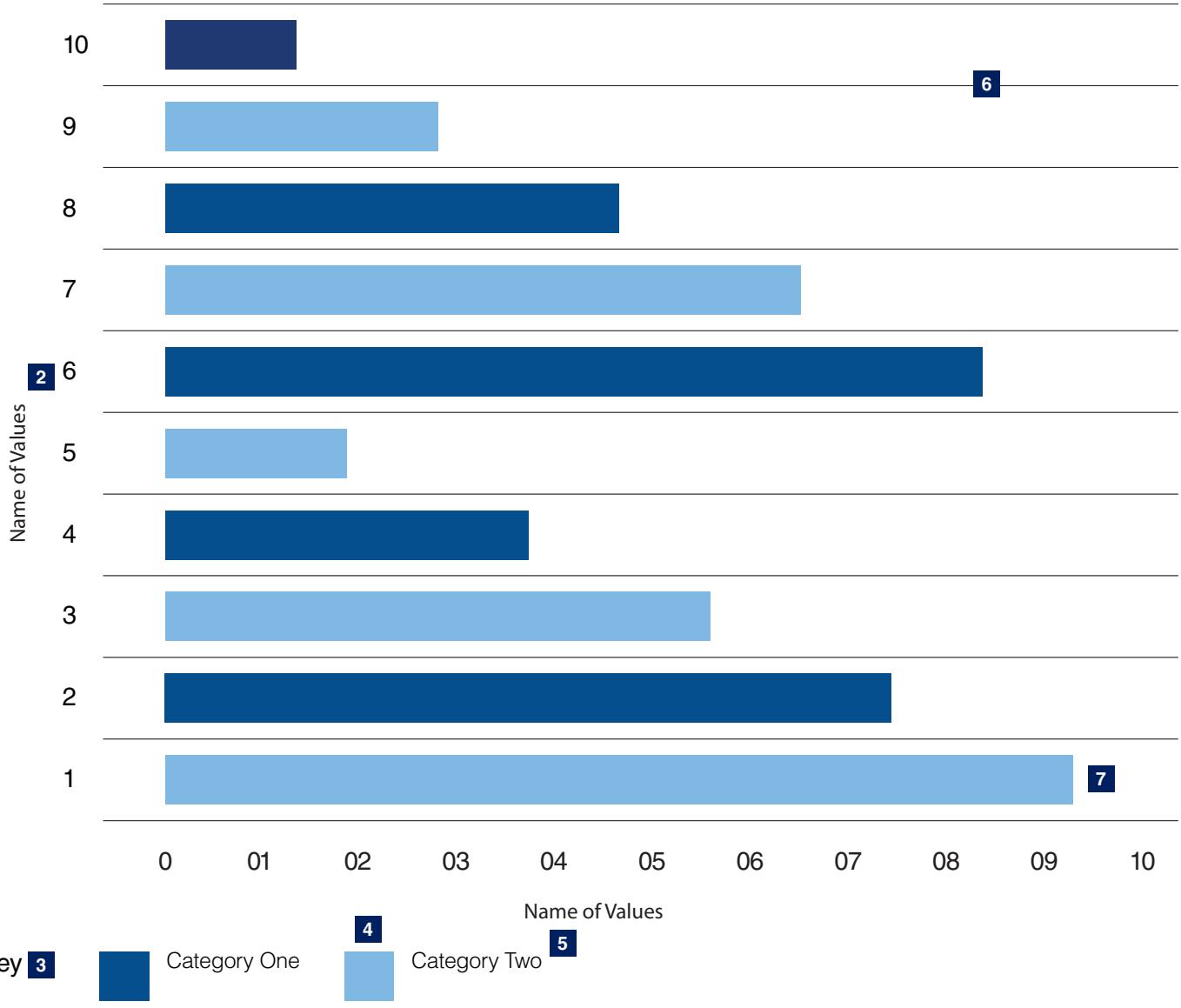
Information Graphics | Simple Horizontal Bar Charts

Horizontal Bar Charts Type 01

When designing horizontal bar charts use the Strikethrough Line where possible to highlight segments of data. Type 01 example shown is designed as a suggested guide for presenting simple data.

- 1 Bar chart heading
Use **Black**
- 2 Chart numbers/labels
Use Roman
- 3 Key title
Use Roman
- 4 Key blocks
Use bar height to form a square
- 5 Key text
Use Roman or Light
- 6 Strikethrough Lines
0.5pt thickness
- 7 Bars
Use square ended 100% opacity

1 Simple Horizontal Bar Chart Example



8.2

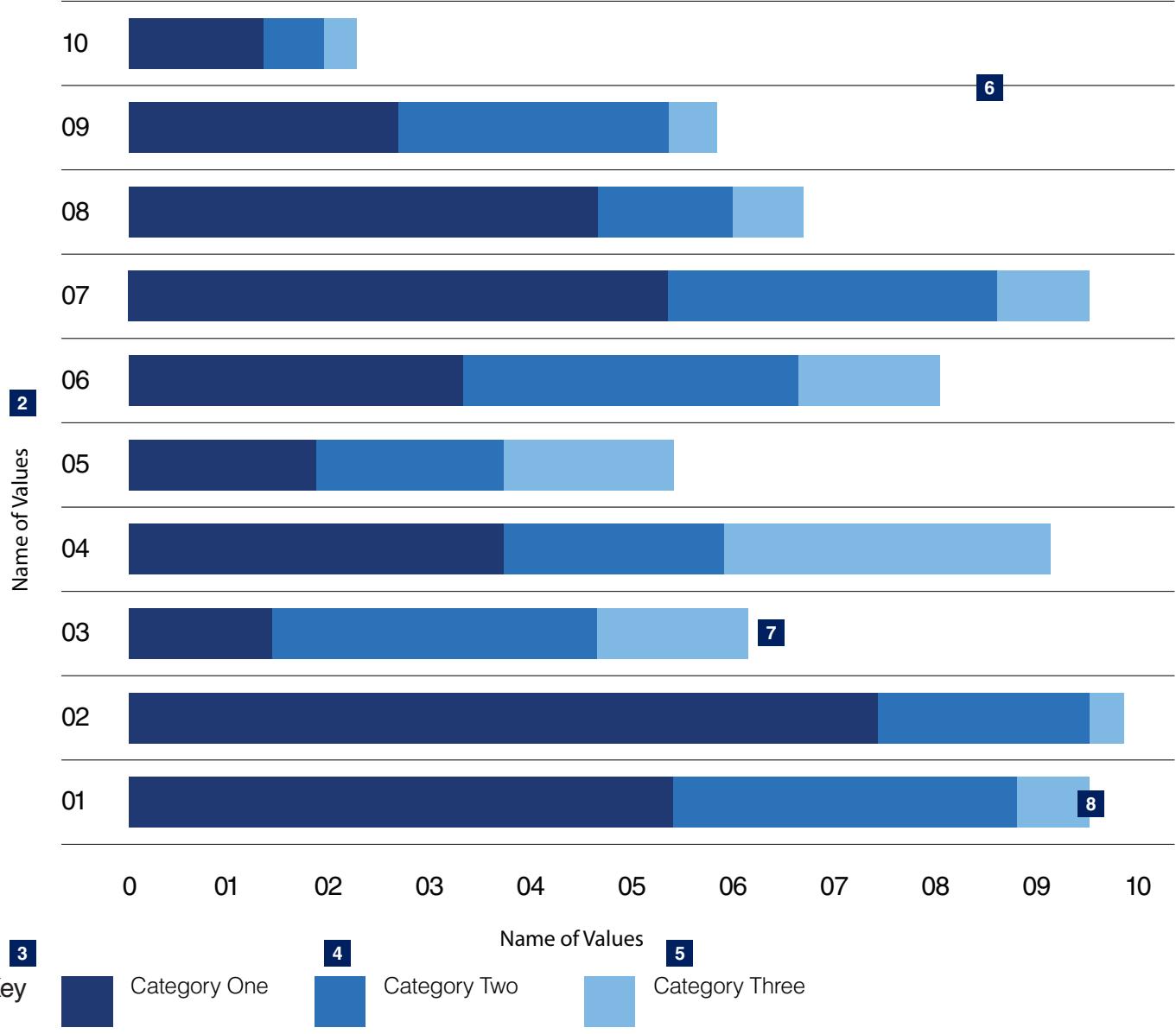
Information Graphics | Complex Horizontal Bar Charts

Horizontal Bar Charts Type 02

When designing horizontal bar charts use the Strikethrough Line where possible to highlight segments of data. Type 02 example shown is designed as a suggested guide for presenting more complex data.

- 1 Bar chart heading
Use **Black**
- 2 Chart numbers/labels
Use Roman
- 3 Key title
Use Roman
- 4 Key blocks
Use bar height to form a square
- 5 Key text
Use Roman or Light
- 6 Strikethrough Lines
0.5pt thickness
- 7 Bars
Use square ended 100% opacity
- 8 Bar colours
Use **Colourways 5.0**

1 Complex Horizontal Bar Charts Example



8.3

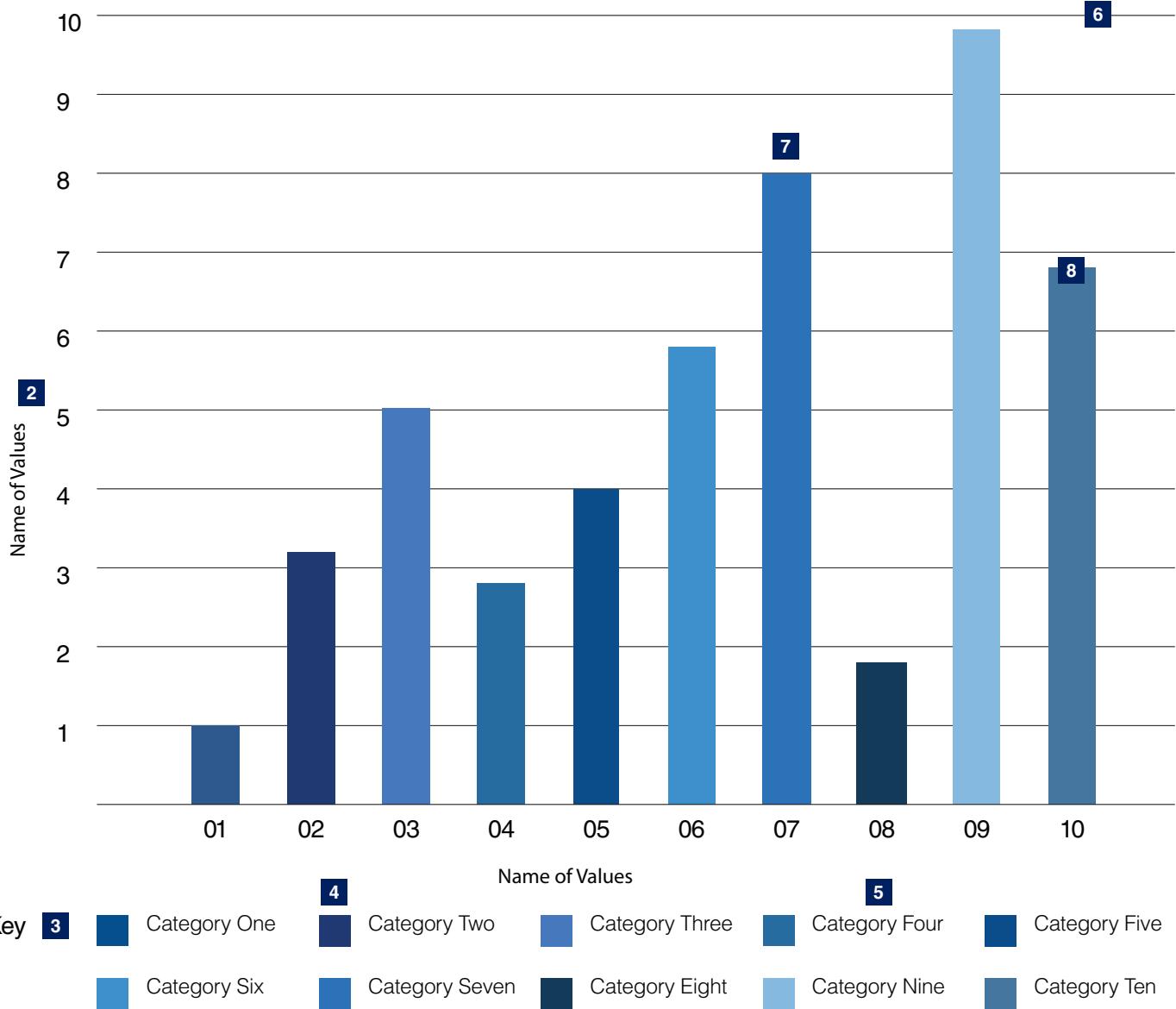
Information Graphics | Vertical Bar Charts

Vertical Bar Charts

When designing vertical bar charts use the Strikethrough Line where possible to highlight segments of data. The example shown is designed as a suggested guide for presenting simple data. Similar to **8.2 Complex Horizontal Bar Charts** which shows more complex sets of data, you may stack further information and colours at the top of each bar.

- 1** Bar chart heading
Use **Black**
- 2** Chart numbers/labels
Use Roman
- 3** Key title
Use Roman
- 4** Key blocks
Use bar width to form a square
- 5** Key text
Use Roman or Light
- 6** Strikethrough Lines
0.5pt thickness
- 7** Bars
Use square ended 100% opacity
- 8** Bar colours
Use **Colourways 5.0**

1 Vertical Bar Chart Example



8.4

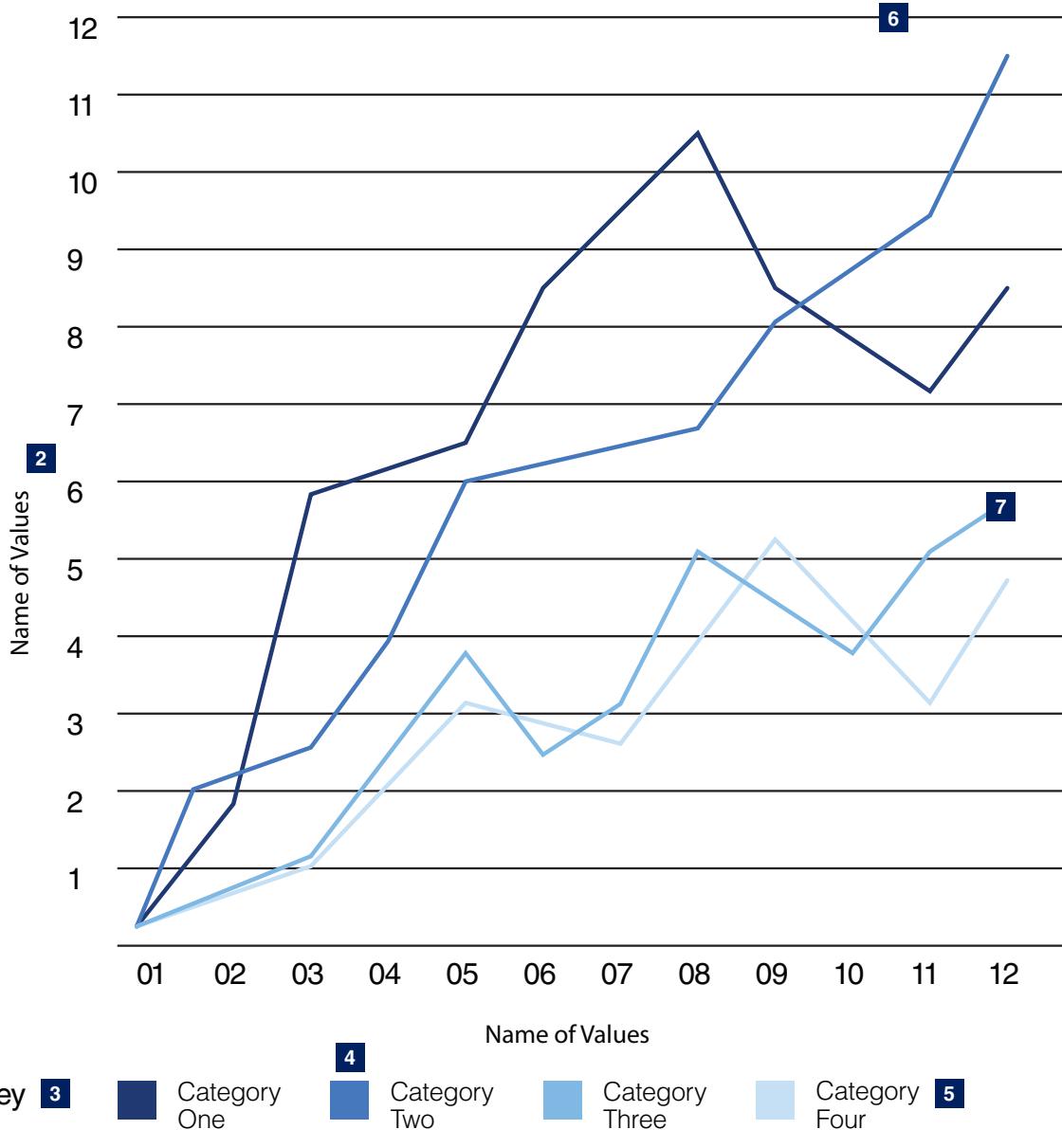
Information Graphics | Line Graphs

Line Graphs

When designing line graphs use the Strikethrough Line where possible to highlight segments of data. Example shown is designed as a suggested guide for presenting simple data.

- 1 Bar chart heading
Use **Black**
- 2 Chart numbers/labels
Use Roman
- 3 Key title
Use Roman
- 4 Key blocks
Use bar height to form a square
- 5 Key text
Use Roman or Light
- 6 Strikethrough Lines
0.5pt thickness
- 7 Graph lines
2.0 point thickness

1 Line Graph Example



8.5

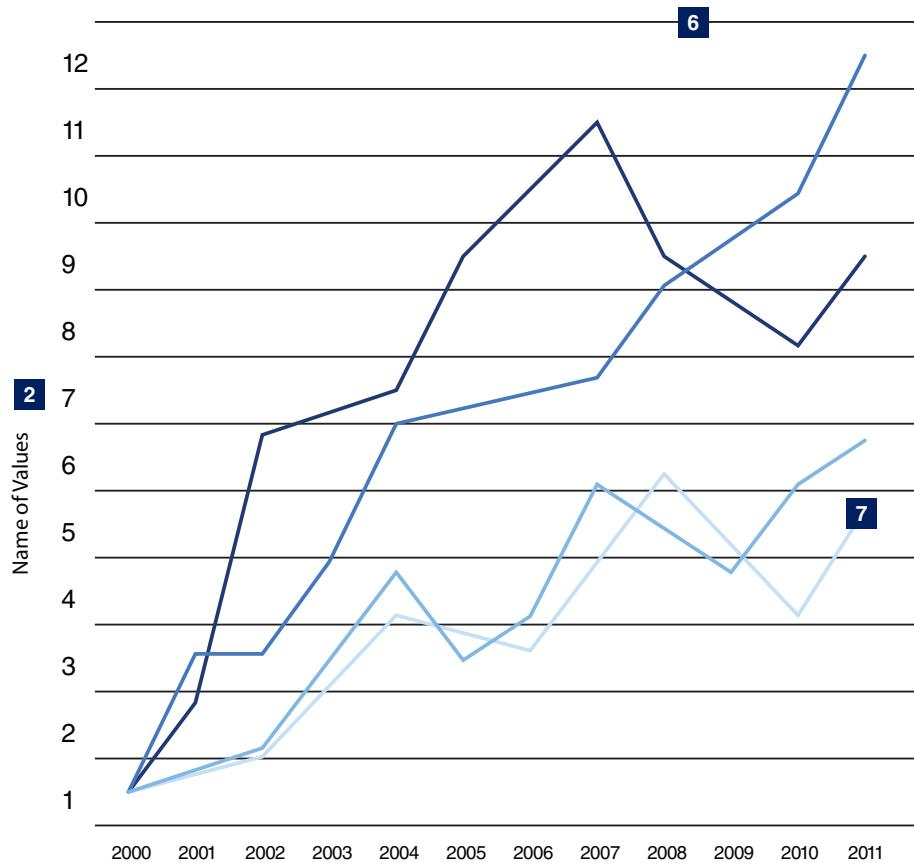
Information Graphics | Complex Line Graphs

Complex Line Graphs

When designing line graphs use the Strikethrough Line where possible to highlight segments of data. Example shown is designed as a suggested guide for presenting complex data with multiple values.

- 1 Bar chart heading
Use **Black**
- 2 Chart numbers/labels
Use Roman
- 3 Key title
Use Roman
- 4 Key blocks
Use bar height to form a square
- 5 Key text
Use Roman or Light
- 6 Strikethrough Lines
0.5pt thickness
- 7 Graph lines
2.0 point thickness
- 8 Additional graph data
Use Light

1 Complex Line Graph Example



Key	3	Name of Values												5
		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	
	Category One	1.3	2.6	6.4	6.7	7.3	9.4	10.3	11	9.2	8.4	7.9	9.2	
4	Category Two	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	
	Category Three	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	
	Category Four	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	--.--	

8.6

Information Graphics | Tables

When designing tables two versions may be used. Type 1; Strikethrough Lines which separate data with 0.5pt thickness lines. Type 2; colours are introduced to separate data with no Strikethrough Lines present. Both tables have sufficient spacing between columns, removing the need for vertical dividing lines (reduce fonts for larger tables).

- 1 Table name
Use **Black**
- 2 Table headers/titles
Use **Bold**
- 3 Table data
Use **Roman**
- 4 Table colour choices
Use **5.0 Colourways**
- 5 Strikethrough Lines
0.5pt thickness
- 6 Table spacing
Equal spacing between rows

1 Type 1 Table Name Goes Here

2	Header #1	Header #2	Header #3	Header #4	5
3	Item #1	--,--	--,--	--,--	
3	Item #2	--,--	--,--	--,--	
3	Item #3	--,--	--,--	--,--	
3	Item #4	--,--	--,--	--,--	
3	Item #5	--,--	--,--	--,--	
3	Item #6	--,--	--,--	--,--	6

1 Type 2a Table Name Goes Here

2	Header #1	Header #2	Header #3	Header #4	6
3	Item #1	--,--	--,--	--,--	
3	Item #2	--,--	--,--	--,--	
3	Item #3	--,--	--,--	--,--	4
3	Item #4	--,--	--,--	--,--	
3	Item #5	--,--	--,--	--,--	
3	Item #6	--,--	--,--	--,--	6

1 Type 2b Table Name Goes Here

2	Header #1	Header #2	Header #3	Header #4	6
3	Item #1	--,--	--,--	--,--	
3	Item #2	--,--	--,--	--,--	4
3	Item #3	--,--	--,--	--,--	
3	Item #4	--,--	--,--	--,--	
3	Item #5	--,--	--,--	--,--	
3	Item #6	--,--	--,--	--,--	6

9.0

PowerPoint

9.1

PowerPoint | Guide to Creating

Examples shown in this segment are designed as a guide for style only.

If your PowerPoint™ presentation is mainly text based, incorporates graphics, graphs or a mixture of all these elements, the style guide following should enable you to remain within brand when preparing.

Trade Analysis

Winter Statement | Is The UK Supporting Its Exporters?



delta

Dr Rebecca Harding | CEO
Delta Economics
10th January 2013
Presentation To | <client name>

Example of cover slide for presentation

9.2

PowerPoint | Guideline for Styles

When creating presentations, there are a few simple rules to follow.

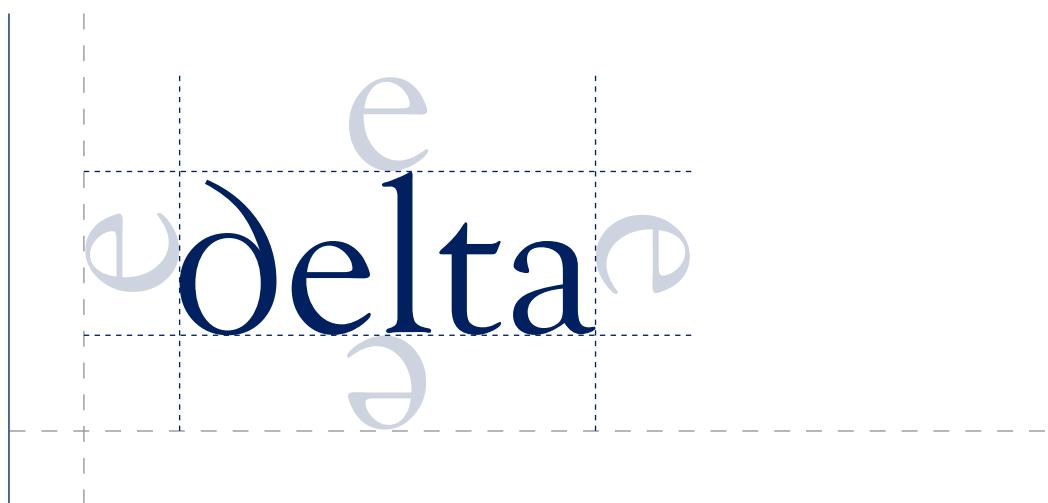
Title Space Area | These will always take the top $\frac{1}{5}$ of each page. The title space allocated is relative to the slide size. In some cases (for example) when the presentation has a cover slide, or where full screen images are to be used, this rule can be ignored.



Example of slide

Margins | Each slide needs negative space to avoid content looking cramped. To determine margins size for each slide, use the grid rules shown in **9.3 PowerPoint | Layouts and Margins**.

Logo Positioning | The Delta logo has an exclusion zone which is outlined in **2.2 Delta Economics Logo | Logo Spacing**. The logo must always appear in the bottom left corner of every slide except in two cases: the cover and full screen content. Alongside margins this will provide ample negative space for the Delta logo to sit comfortably.

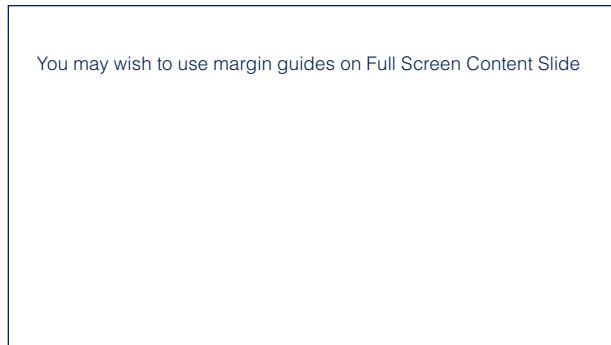


Zoomed in example of slide corner

PowerPoint | Layouts and Margins

Layouts for data | The style in which data is added sits within a grid format, this is to ensure all information displayed is consistent and within brand.

Multiple formats can be followed, these are the main groups in which data can be presented. For example 'Information And Graphic Slide' two graphics or two graphs can be used.

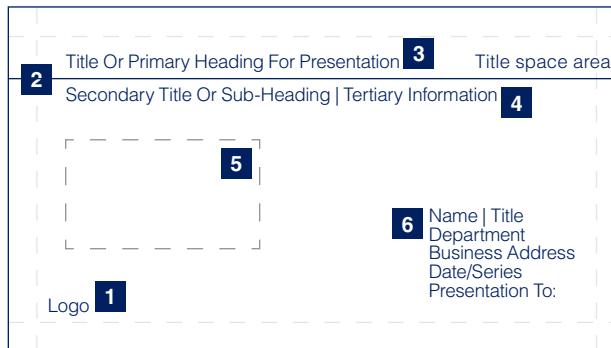


Full screen content

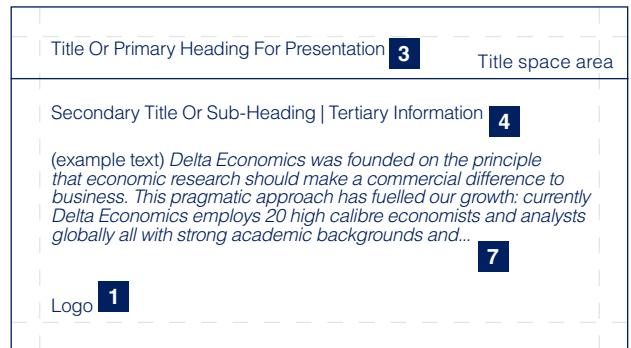
- | | |
|--|--|
| <p>1 Delta Economics Logo Area</p> <p>2 Strikethrough Line</p> <p>3 Title/Primary Header
Use Black</p> <p>4 Secondary Title / Sub-Heading
Use Bold (Followed By) Roman</p> <p>5 Suggested Image Placement Area</p> | <p>6 Additional Information
Multiple Formats (Follow Guidelines)</p> <p>7 Suggested Area Body Copy
Use Roman</p> <p>8 Suggested Area For Bullet Points
Use Roman</p> <p>9 Suggested Secondary Image
Placement Area</p> |
|--|--|



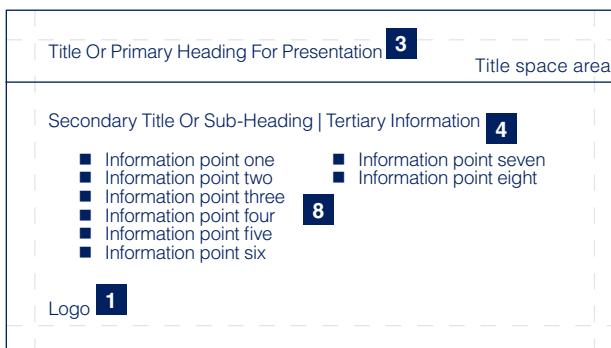
Margin rules (per slide)



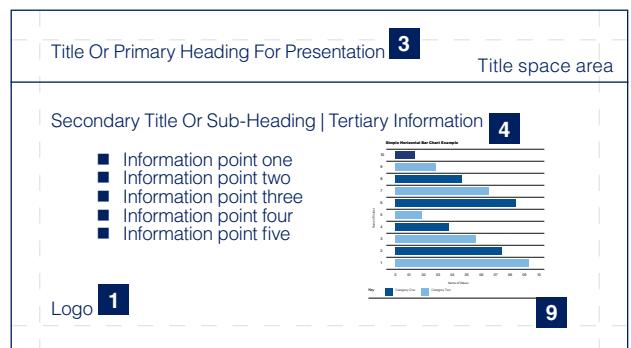
Cover slide



Large block of data slide



Bullet point data slide



Double column bullet point data slide, graphic or graph combination

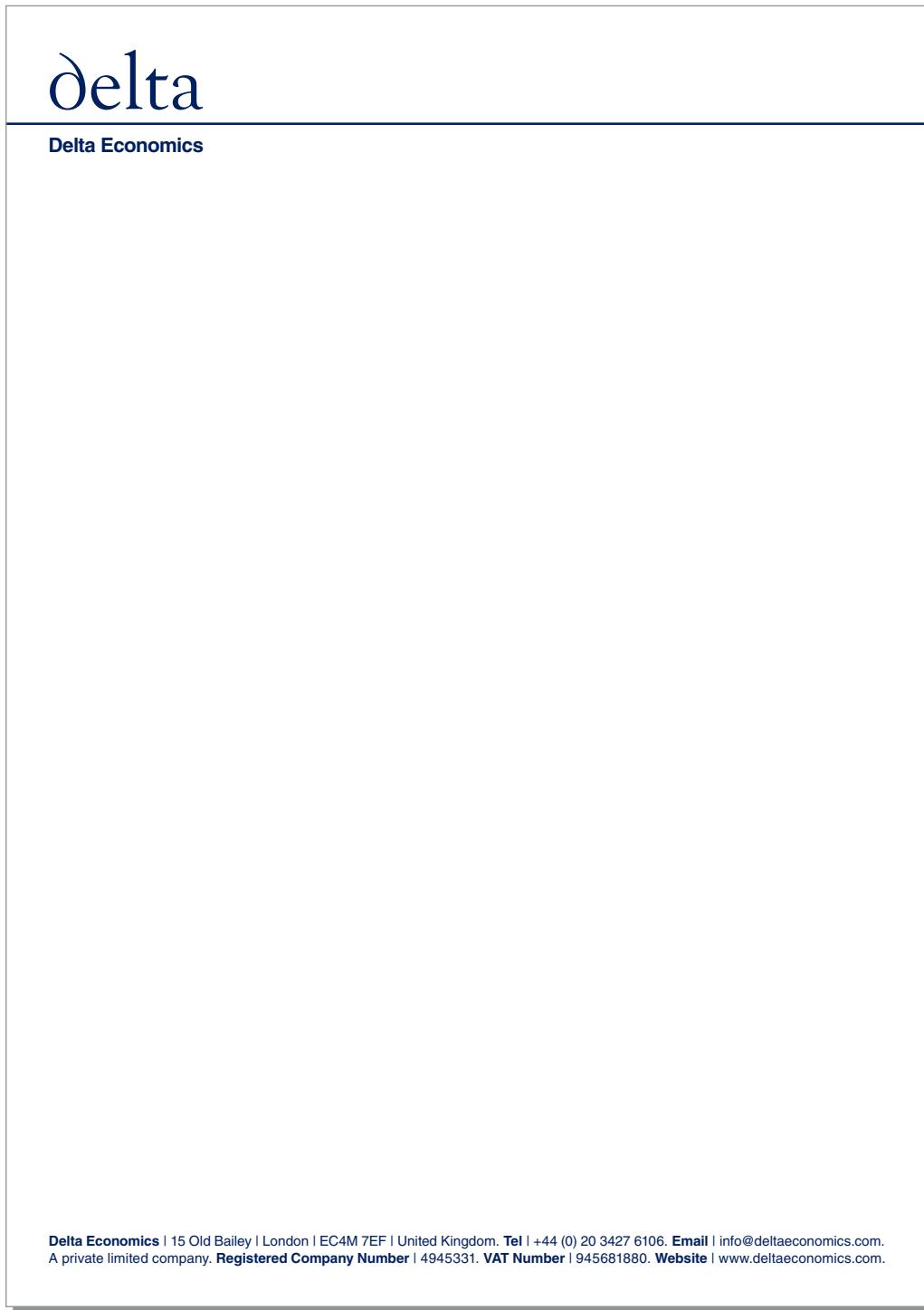
10.0

Stationary

10.1

Stationary | A4 Letter Headed Paper

A4 Letterhead will be provided in a template file.
Below is an example including guides (not to scale).

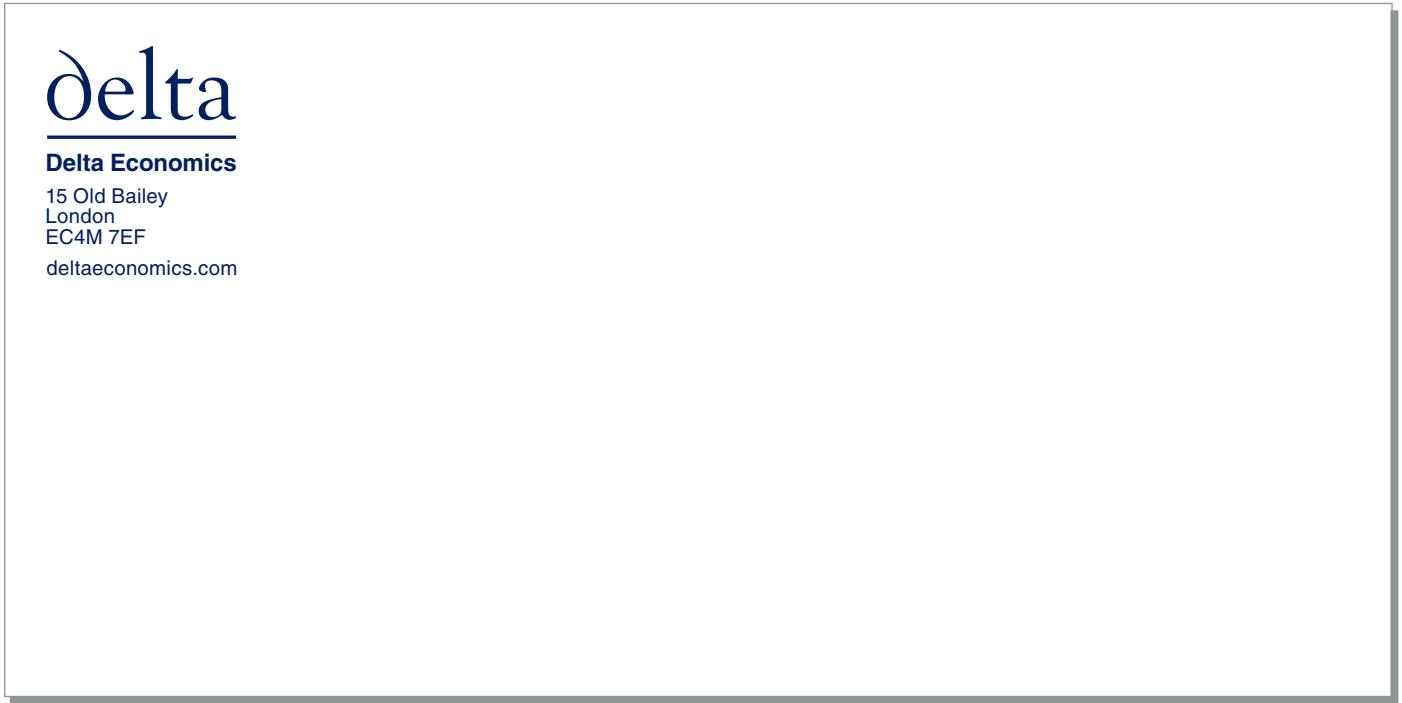


Delta Economics | 15 Old Bailey | London | EC4M 7EF | United Kingdom. **Tel** | +44 (0) 20 3427 6106. **Email** | info@deltaeconomics.com.
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10.2

Stationary | DL Envelopes

DL envelopes will be provided in a template file.
Below is a sample (not to scale).



delta

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10.3

Stationary | C5/C4 Envelopes Landscape

C5/C4 envelopes in landscape will be provided in a template file. Below is a sample (not to scale).



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10.4

Stationary | C5/C4 Envelopes Portrait

C5/C4 envelopes in portrait will be provided in a template file. Below is a sample (not to scale).



delta

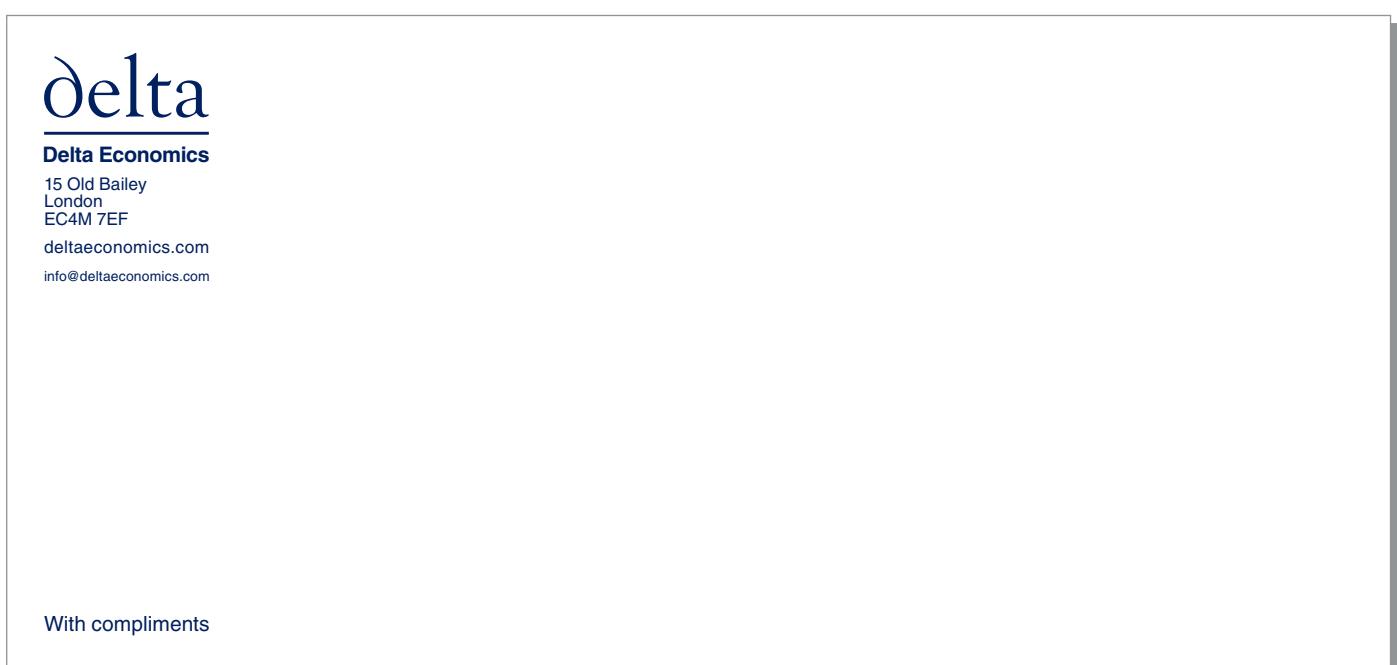
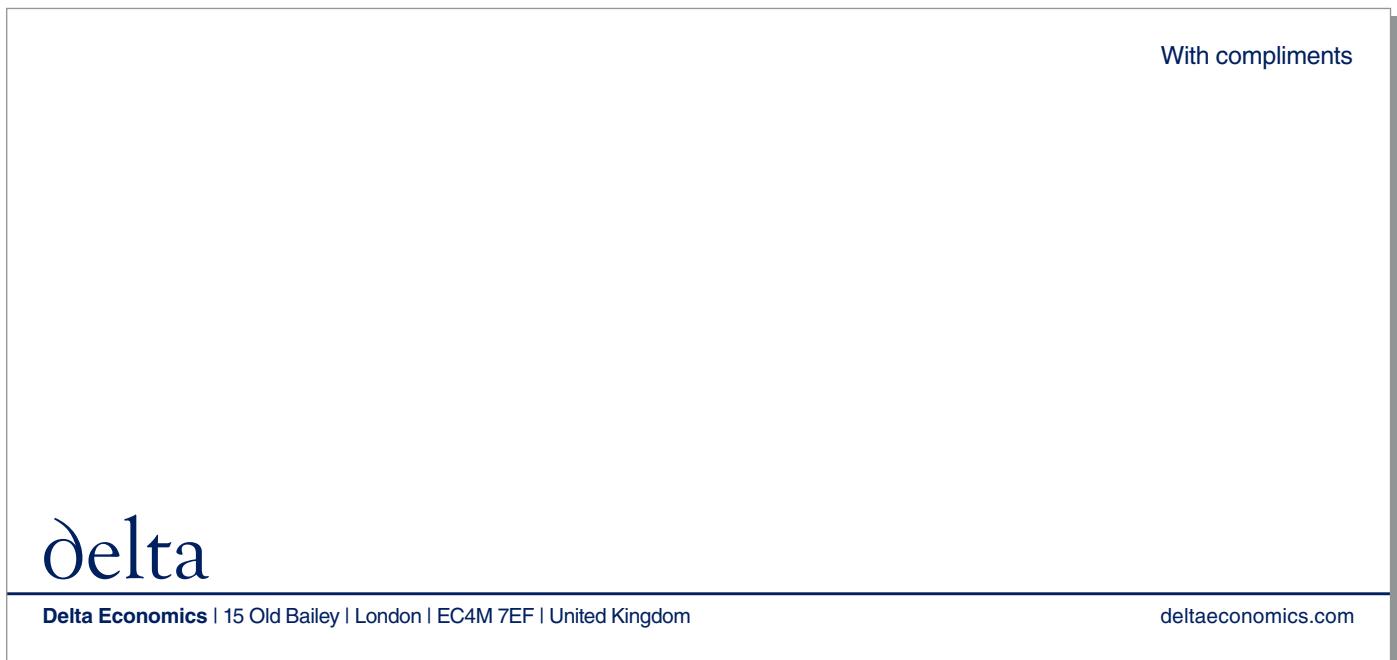
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10.5

Stationary | Compliment Slips

Compliment Slips will be provided in template files.
Below are two samples (not to scale). Both have
alternatives omitting 'With compliments.'



10.6

Stationary | Email Signature

Email Signatures will be provided in written and HTML format. Below is an example (not to scale).



Example of email signature

Email Signature information consists of:

1. Name of person | Title of person
2. Website (with direct hyperlink)
3. Telephone of office
4. Mobile phone or direct line
5. Any additional contact number
6. Office address

Dr Rebecca Harding | CEO
Delta Economics
T | +44 (0) 20 3427 6108
M | +44 (0) 7803 710 711
15 Old Bailey | London | EC4M 7EF

11.0

Contact Details

Contact And Further Information

These guidelines are designed to explain the rules as clearly as possible and to anticipate any additional requirements. However, if you need any points clarified or would like help interpreting any of the rules, please use the following contact:

Christopher Deller

Telephone: 07746 215161
e-mail: christopher_deller@hotmail.com

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