Brand Guidelines

+3Λ

Contents

1 / General Brand Guidelines

1.1 / Introduction

Our brand affects how people think about us and the
service we provide. They portray our vision and values
and are distinctively ours.

These guidelines outline the elements that make up the
+3 Architecture brand. They include an overview of the identity
as well as all the rules for producing A3 Indesign documents.

Using these guidelines ensures a consistent professional
style across all the documents we produce, while allowing
for creative flexibility.

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1.2 / Logo

The +3 Architecture logo has three versions. **Original, Simplified** and **Inverse**. The standard logo colour is Pantone 425. See page 6 for colour values.

The **Original Logo** consists of '+3A' *(in a bespoke font)* and the words 'plus three architecture' *(all lower case in Baskerville Old Face)*. The spacing between these two elements should not be changed. The Original logo should be used on stationery, letters, minutes sheets, and notes sheets.

The **Simplified Logo** is a minimal version of the Original Logo to be used on all A4 / A3 graphical documents.

The **Inverse Logo** is the same as the Original Logo except from the '+3A' which has been inverted so that white letters are cutout from a coloured background. The Inverse Logo should be used on A4 / A3 / A1 technical drawings.

When using the company name in body text it should always be written as '**+3 Architecture**'. Never use 'plus three architecture' or abbreviate to '+3A'.

Exclusion Zone

The +3 Architecture logo should always be surrounded by a minimum area of space. This area of exclusion ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using the negative space of the + which is referred to as ⊠ A margin of clear space equivalent to ⊠ is drawn around the logo to create the exclusion area.

This is the minimum area of exclusion and should be increased wherever possible.

File Location

These logos can be found on the server in the following place: PLUS3OFFICESERVER\LIBRARY\LOGOS.
Within this file location there are both .jpeg version and a .eps version. The .eps version is vector based and therefore maintains visual quality no matter how big it is. Where possible the vector version should be used.
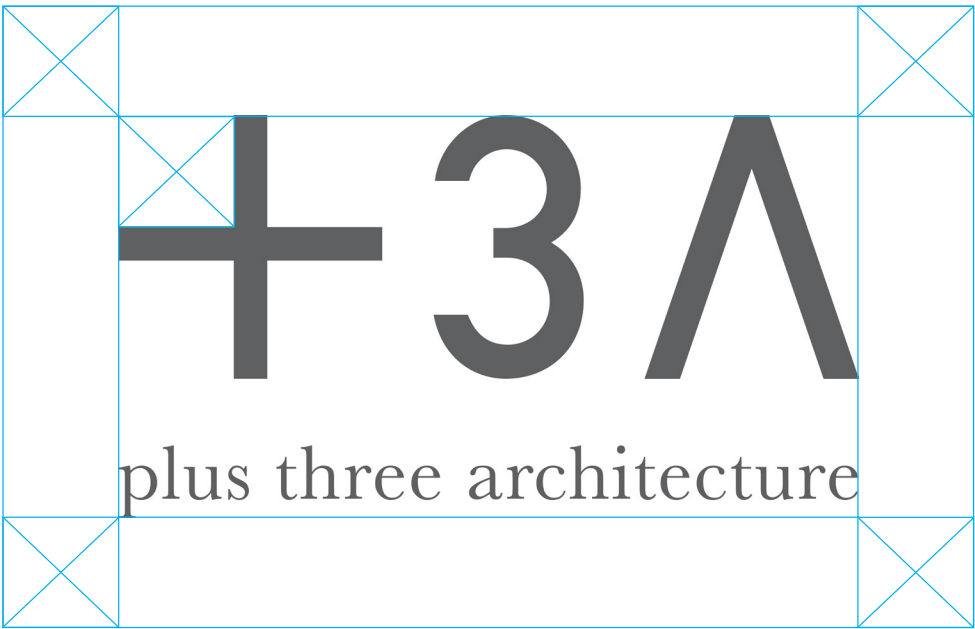
Original Logo

+3Λ

plus three architecture

Simplified Logo

+3Λ

Inverse Logo

plus three architecture

+3Λ

plus three architecture

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1.3 / Colours

Brand Colours

Colours are key to the +3 Architecture brand. The four key brand colours are yellow (Pantone Yellow U), black (Pantone 426 U), grey (Pantone 425 U) and a lighter grey (Pantone 424 U). These are intended to be striking and simple, allowing the +3 Architecture brand to stand out in a busy, colourful world.

Brand colours should be used for all of +3 Architecture's main branding. Where appropriate they should also be the primary colours used in diagrams and illustrations.

Supporting Greys

Alongside the brand colours are a series of lighter greys which should be used to provide variation in diagrams and illustrations only.
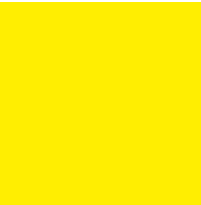
Secondary Colours

The secondary colour palette should be used in diagrams and illustrations where using the brand colours would be impractical or where additional colours are required. Illustrations and diagrams should aim to use as few colours as possible while still making the diagram clear.

If secondary colours are needed a hierarchy of colours should be chosen appropriate to that document and project. For example one or two colours should be chosen which will dominate the document, while the remaining colours should be used only if absolutely necessary as accent colours.

Use of Swatches

The Standard A3 Page Templates document will already contain all the colour swatches which can be accessed via window / swatches (F5). Colours should only be selected directly from the swatches palette and should not be created from scratch in the fill / stroke tool.

Brand Colours

PANTONE Yellow U
C 0 / M 1 / Y 100 / K 0

PANTONE 426 U
C 0 / M 0 / Y 0 / K 99

PANTONE 425 U
C 0 / M 0 / Y 0 / K 77

PANTONE 424 U
C 0 / M 0 / Y 0 / K 61
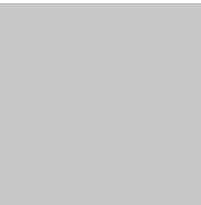
Supporting Greys
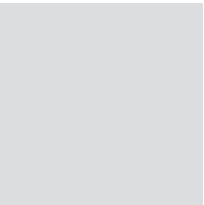
PANTONE 423 U
C 0 / M 0 / Y 0 / K 44

PANTONE 422 U
C 0 / M 0 / Y 0 / K 33

PANTONE 421 U
C 0 / M 0 / Y 0 / K 26

PANTONE 420 U
C 0 / M 0 / Y 0 / K 15

Secondary Colours

PANTONE Process Cyan U
C 100 / M 0 / Y 0 / K 0

PANTONE Process Magenta U
C 0 / M 100 / Y 0 / K 0

PANTONE 355 U
C 94 / M 0 / Y 100 / K 0

PANTONE Violet U
C 98 / M 100 / Y 0 / K 0

PANTONE 527 U
C 73 / M 100 / Y 0 / K 0

PANTONE Orange 021 U
C 0 / M 53 / Y100 / K 0

PANTONE 221 U
C 30 / M 100 / Y 15 / K 30

PANTONE 320 U
C 100 / M 0 / Y 31 / K 7

Useful Tips

Keep it simple. Don't feel the need to use all colours. Two main colours are normally enough. Too many colours can look busy and confusing. In cases where variety is needed the use of tints of one secondary colour can provide variation without overloading the diagram or illustration with colour.

We understand that the brand colours particularly the yellow may not be appropriate for all projects, in these cases key secondary colours appropriate to the project should be chosen.

Use lots of white space – it helps make things more readable.

Care should be taken that all text contrasts with the background it sits upon. Never use the yellow (Pantone Yellow U) or lighter supporting greys (Pantone 423 - 420 U) for text which sits on a white or light coloured background as they may become difficult to read when projected.

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1.4 / Typography

Consistent use of type is vital to maintaining the +3 Architecture brand style. The Garamond font is to be used for all main headings with the addition of Calibri for all body text.

No other typefaces, no matter how similar they appear, may be used for any applications intended for either internal or external use.

When using typography the following guidance should be applied.

Point Size

The heading and body fonts can be used in a variety of point sizes depending on the media it is intended for, i.e A3/A4 documents, letters, etc. The smallest size permitted is 10 point. There is no upper size limit.

Please refer to the appropriate chapter within this style guide for the media you are designing.

Style & Weight

Italics and bolds may be used for any of the typefaces if required for additional emphasis. Manipulating the typeface in any other way is prohibited. Stretching, condensing, outlining and drop shadow must never be used.

Again, please refer to the appropriate chapter for the media you are designing.

Alignment

Text should be generally aligned to the left in most instances.

Leading

The leading on all typography should be a minimum x1.2. So 10pt type has a minimum leading value of 12pt. For type above 20pt the leading can be adjusted manually where appropriate. The ascenders and descenders in the typeface should never be used.

Colour

All heading and body typography should be in the colour Pantone 426 U or Pantone 424 U (with the exception of diagrams where other colours can be used for emphasis).

Please refer to the appropriate chapter within this style guide for the media you are designing.

Garamond - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond - Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond - Semi Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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2 / A3 Indesign Document Guidelines

2.1 / A3 Document Typography

This page outlines the different typeface weights which should be used throughout A3 graphical documents. These must be adhered too at all times.

These preset typefaces can be found in the Standard A3 Page Templates document in the character styles menu. This should be used to ensure consistency within documents and can be accessed via Windows / Type and Tables / Character Styles (Shift F11).

Heading Fonts

Page Title - Garamond 24 pt

This weight is to be used for the main page titles as demonstrated in the standard page templates.

Page Sub Title - Garamond Italic 20 pt

This weight is to be used for the page sub titles as demonstrated in the standard page templates.

Headline Text - Garamond 20 pt

This weight is to be used for headline text as demonstrated in the standard page templates.

Highlight Title - Garamond Semi Bold Italic 17 pt

This weight is to be used for highlight titles within body text as demonstrated in the standard page templates.

Heading Title - Garamond 14 pt

This weight is to be used for heading titles within body text as demonstrated in the standard page templates.

Body Fonts

Body Text - Calibri Regular 10 pt

This weight is to be used for body text. The Leading should be 12 pt and the tracking set to 0. Italic and bold may be used within any of the body copy if required for additional emphasis.

Description Text - Calibri Italic 10 pt

This weight is to be used for image / diagram / table descriptions as demonstrated in the standard page templates.

Highlight Text - Calibri Bold Italic 12pt

This weight is to be used for highlight text as demonstrated in the standard page templates.

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2.2 / Document Grid

The +3 Architecture Adobe Indesign grid system maintains a consistent visual identity for every document. It is fundamental to the overall document design.

Grids bring order to the page; they are the structural foundation for the consistent organisation of all graphic, text and photographic elements.

The grid shown opposite consists of a margin, denoted by the pink line. All document content must be placed within the pink margin lines. A larger footer is provided at the bottom of the page to allow for page numbers, project titles, document titles and logos.

The grid within the margins is split into eight columns and eight rows with a gutter of 5mm. This provides flexibility for combining text with images in a variety of ways.

The document grid is contained within all Indesign document templates. This is located on the master pages and can only be viewed if overprint preview is turned off (view / overprint preview).

Useful Tips

On rare occasions images may not sit within the grid, in these cases the body text should still follow the grid and every attempt should be made for the images to follow either the column lines or row lines. For example if you have a series of square images they could line up with the column lines but not the row lines.

20mm   5mm   20mm

15mm

5mm

33mm
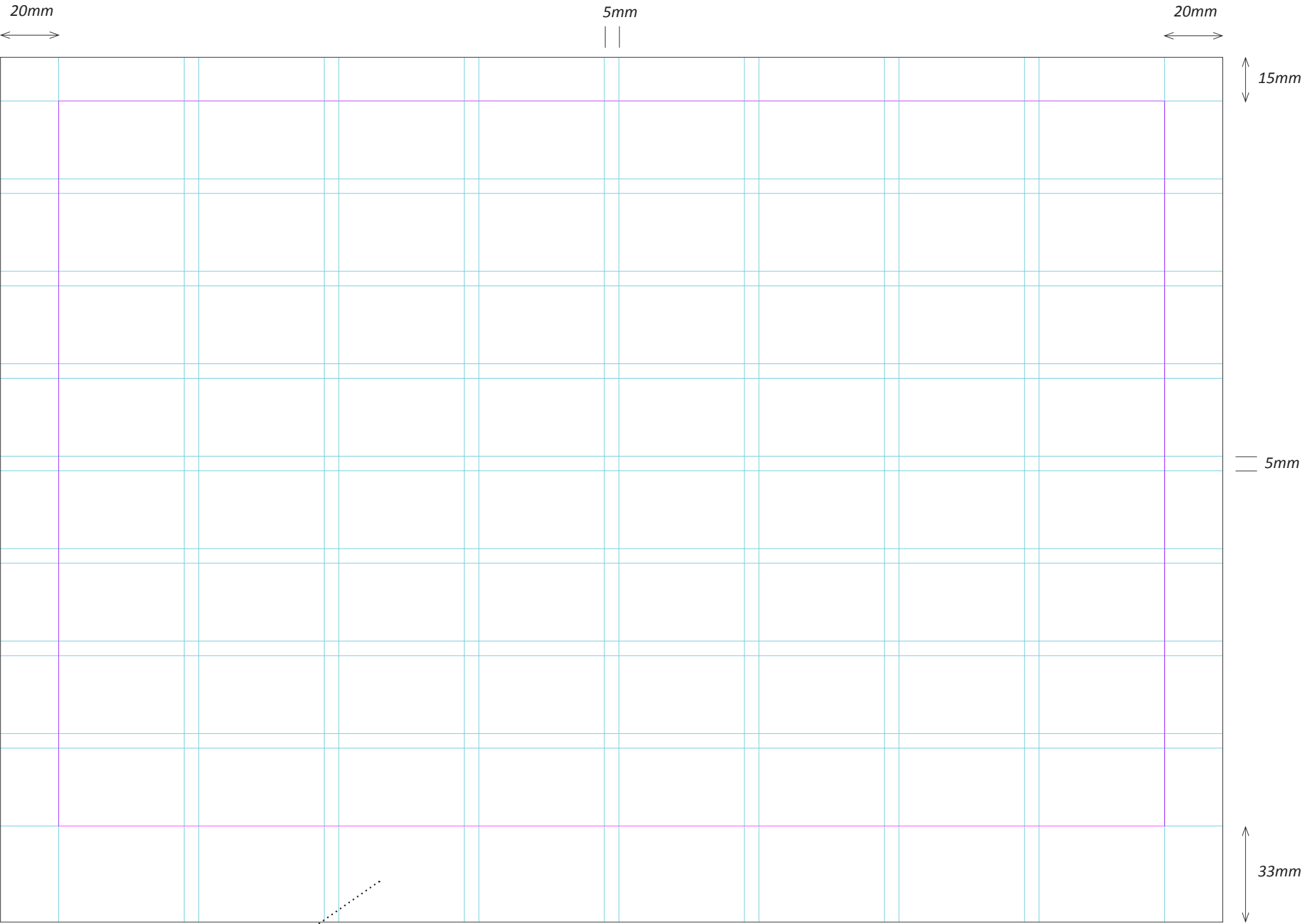
Footer to allow for page numbers, project titles, document titles and logos.

2.3 / A3 Page Layout
Front Cover

There are two choices for a front cover, the first provides a location for partner logos (shown opposite) the second should be used when space for a partner logo is not required (both can be found in the template document).

The page elements opposite should remain in the locations shown with the exception of the dividing logo lines which may move horizontally to accommodate varying logo sizes.

Document Title
Garamond Italic 40pt
Pantone 424 U

Centre Line 0.25pt
Pantone 425 U
Centred vertically within
the document margins

+3 Architecture Logo
Pantone 425 U
Height 15mm

All logos must be positioned in a hierarchy from left to right starting with the +3 Architecture logo, client logo then partner logos.

These must be situated 10mm below the centre line and should be separated by a dividing line of 0.25pt positioned 10mm away from each logo

The client and partner logos should be in greyscale where possible. (*most companies will have a black or single colour version of their logo*) and no larger than the +3 Architecture logo in height.

Useful Tips

If the title is too long drop the point size accordingly. This should only be done in rare cases.

Project Title
Garamond Regular 48pt
Pantone 426 U

Date and Revision Number
Calibri Italic 14pt
Pantone 424 U
Alligned to the right

Margin 40mm

Margin 40mm

Project Title
Document Title

00|00|00 - Revision 1

10mm

10mm

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| Client Logo | Partner Logo | Partner Logo |

15mm

10mm   10mm

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2.3 / A3 Page Layout
Generic Page Elements

Each page has a variety of elements which provide consistency. They must remain in the locations shown.

Page Sub Title
Garamond Italic 20pt
Pantone 424 U

The sub title should be used where necessary. If not required it should be deleted and the page title should sit central within the two title lines.

Page Title
Garamond Regular 24pt
Pantone 426 U

The page title may be specific to the page or may be the title of the subsection within a chapter

Title Lines 0.25pt
Pantone 425 U

Positioned either side of the page title in the top right corner of the grid, 1 row apart and 2 columns long.

Page Title
Page Sub Title

All logos must be positioned in a hierarchy from right to left starting with the +3 Architecture logo, client logo then partner logos.

These must be situated 5mm below the footer line and 15mm from the bottom of the page. These should be separated by a dividing line of 0.25pt positioned 5mm away from each logo.

The client and partner logos should be in greyscale where possible. (*most companies will have a black or single colour version of their logo*) and scaled to be no larger than the height of the +3 Architecture logo.

All these elements should be located on the master pages.

Footer Line 0.25pt
Pantone 425 U
Positioned 5mm below the margin line
This should be located on the master page.

Location for page number, project title, document title and chapter title. Positioned 15mm from the bottom of the page and in line with the left margin.

All these elements except the chapter title should be located on the master page.

12 / Project Title / *Document Title* / *Chapter Title*

Partner Logo Partner Logo Client Logo +3Λ

↓ 5mm

15mm   5mm   8mm

Page Number
Garamond Semi Bold 12pt
Pantone 426 U

Project Title
Garamond Regular 12pt
Pantone 426 U

Document Title
Garamond Italic 12pt
Pantone 426 U

Chapter Title
Garamond Italic 12pt
Pantone 424 U

Backslash
Garamond Regular 12pt
Pantone 424 U

+3 Architecture Logo
Pantone 425 U
Height 8mm

Positioned 15mm from the bottom of the page and 5mm below the footer line, in line with the right margin. This should be located on the master pages.
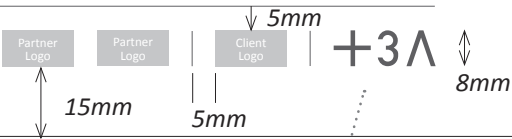
2.3 / A3 Page Layout
Contents

The contents page is used to navigate through the document. It consists of chapters and sections. The contents must be aligned to the left margin and 10mm from the bottom title line. If more than one column of text is needed these should be spaced 2 grid columns apart.

Chapter Title
Garamond Regular 14pt
Pantone 426 U

Section Title
Garamond Regular 12pt
Pantone 426 U

Backslash
Garamond Regular 12pt
Pantone 424 U

The leading for the section titles should be a minimum of 18pt depending on the number of chapters and sections within the document.

This can be increased manually where appropriate to fill the height of the page.

Contents

10mm

13 / Project Title / *Document Title* / *Chapter Title*

Partner Logo | Partner Logo | Client Logo | +3Λ

+3Λ

2.3 / A3 Page Layout
Page Divider

Chapter Title
Garamond Regular 48pt
Pantone 426 U

Margin 40mm

Margin 40mm

Back Slash
Garamond Regular 48pt
Pantone 424 U

Chapter Number
Garamond Semi Bold 48pt
Pantone 426 U

Centre Line 0.25pt
Pantone 425 U
Centred vertically within
the document margins

1 / Chapter Title

10mm

+3∧
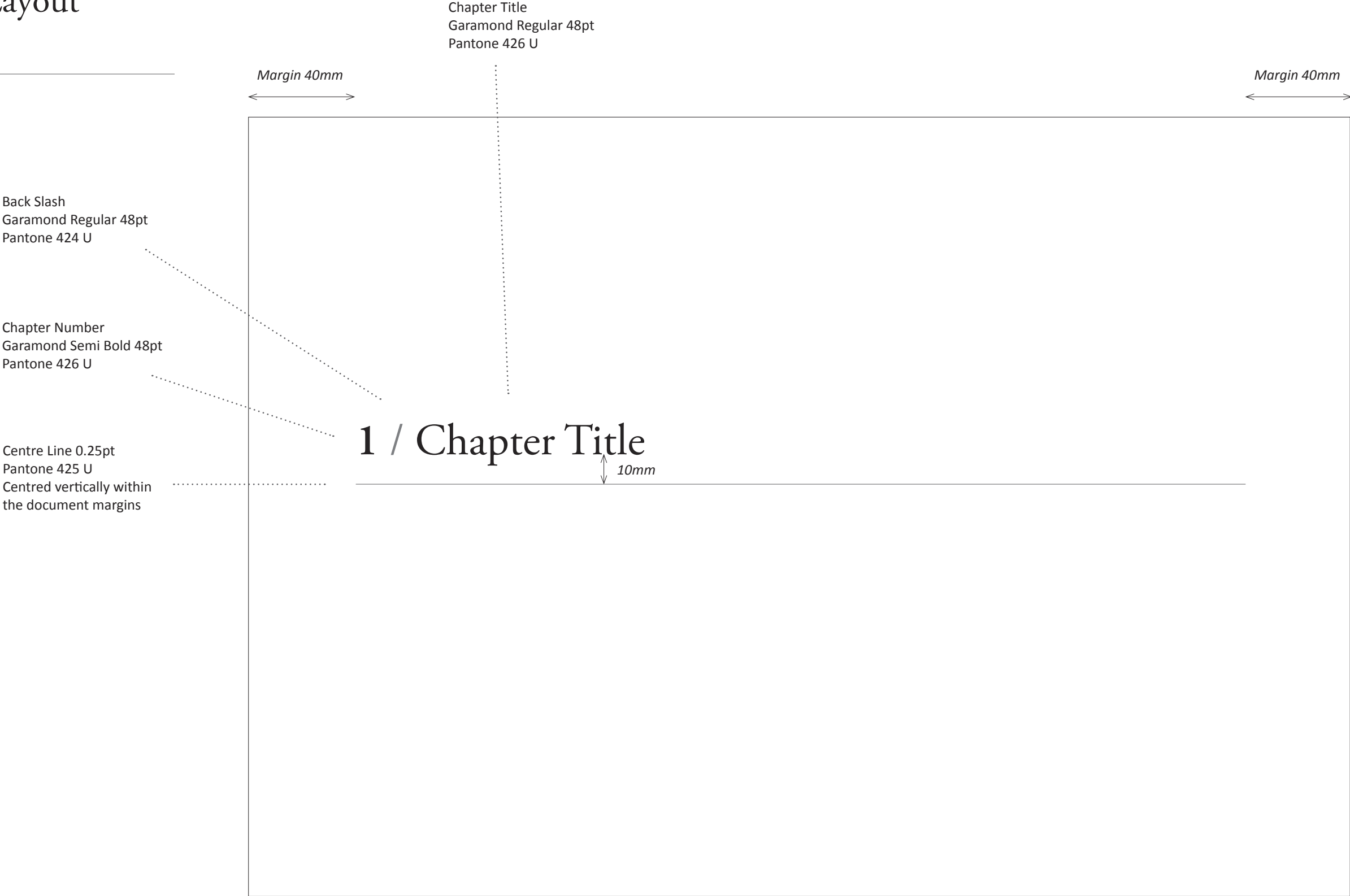
2.3 / A3 Page Layout
Standard Inside Page

This page shows the most commonly used page layout for +3 Architecture documents. It demonstrates the potential use of headline text which can be used in documents but is also large enough to be used for presentations.

Headline text should be positioned at the top of the page or down the left hand column, no wider or taller than the title lines if possible. If needed it can be positioned anywhere on the page but must fit within the grid and have a leading of 24pt.

Body Text
Calibri Regular 10pt
Pantone 426 U
Leading 12pt

All body text should start 10mm below the title line and minimum width of 2 grid columns

Heading Title
Garamond Regular 14pt
Pantone 426 U

Headline Text
Garamond Regular 20pt
Pantone 426 U
Leading 24pt

Page Title
Page Sub Title

10mm

Heading Title

Facestias soluptae nest, sita am, ut eosam exped que et evendae. Excepel iquamus eliam, nones ut aliquibus seque dissit a placest offic tem eiunt es molupta iusdani hitaturio int optatem volorro dis delesto molorporro debis maximint venectem is a cumquas eius ne consent faceperiaspe sed qui dusdand aestibusam hilit od earione perum aborum nostruptist ab ipsant qui con nistium sequisin cuptam, sitatur? Quatia voloribus aut lab imentiunt laceperovit evellore omnitae volor rehenitet eum el illenim qui rerovit parum quatur sam sunt re laceperi optum que nobist aut offictur acea volupta tatiusda volorum sequo ium eum es nonsequo illuptat qui atur mo con porehen deruptia volorror sunti non essit, ut ad quam doluptiur adia culpariae. Occupta

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Heading Title

aruptatur ad ella dolut dolorro elicab intiusandi quiatum ne restium in prerferum quasperupti seque mo et latest velit omnit, sitatquia que estrum doloreiundel ipiendi pidenihilis non cusdande accume quiat qui consequaeste comnist eos et dolupic totatius et alis niet laccus earum re experorio debitatis moloren duntur animagn atemped etur, seditis antis dolupta temporem sum undit poribea si offici numquia dit occulparum eumetur apedion rentotatiunt fugitas imusda perferum hicitat uremolu pidenduntio exceptiaspit mos id minctiatur maiorpo repercim eum experum apis dolut facerch illabor upturerro cum rerchic atustorit quia voluptur?

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Image / Diagram Area

Partner Logo   Partner Logo   Client Logo   +3∧

+3∧

2.3 / A3 Page Layout
Images

This page shows the use of images and description text within the document. The document grid allows for numerous images in varying sizes to be positioned in a wide variety of compositions. A selection of these combinations can be found in the Standard A3 Page Templates document. Images can be positioned anywhere on the page but should, where possible, follow the grid.

Colour images can be used within the document but in cases where image colour clashes or images are of poor quality these can be converted to greyscale (in photoshop) for a more dramatic effect. This can also be used to re-emphasis the +3 Architecture brand colours.

When an image requires a description the picture box containing the image should be moved up from the bottom in 5mm increments as necessary to fit the amount of text.

Useful Tips

A useful tip for highlighting images with colour (image must firstly be converted to greyscale mode in photoshop) is too select the picture box and change the fill colour to the colour of your choice. This changes the white of any given image to achieve the effect shown opposite. Please note this process works best with lighter colours. Alternatively to change the shadows within a image select the image directly using the white arrow and change the fill to a colour of your choice. Please note this process works best with darker colours.

You can also highlight certain areas of images. This can be done in Indesign by drawing a coloured shape over the relevant area and turning it to multiply in the effects panel. Please note this process works best with lighter colours.

Image colour converted to greyscale in photoshop. Image file saved as a .jpeg or .tiff

Page Title
Page Sub Title

Heading Title

Facestias soluptae nest, sita am, ut eosam exped que et evendae. Excepel iquamus eliam, nones ut aliquibus seque dissit a placest offic tem eiunt es molupta iusdani hitaturio int optatem volorro dis delesto molorporro debis maximint venectem is a cumquas eius ne consent faceperiaspe sed qui dusdand aestibusam hilit od earione perum aborum nostruptist ab ipsant qui con nistium sequisin cuptum, sitatur? Quatia voloribus aut lab imentiunt laceperovit evellore omnitae volor rehenitet eum el illenim qui rerovit parum quatur sam sunt re laceperi optum que nobist aut offictur acea volupta tatiusda volorum sequo ium eum es nonsequo illuptat qui atur mo con porehen deruptia volorror sunti non essit, ut ad quam doluptiur adia culpariae. Occupta

tatquiduntur magnatur sit, ulparuntibus ut et quodiatem quiducit lacia de distemquatem es namendae vel in pro ipsaperum qui conse omnis doluptaque officit ut et et laborum dolesediatur sapictatendi rerferore quam ipsa porpore pudiaec tionsedi aut qui ut volutem porrum accaturi coreperibus sit alique volorum faceaqui utas veremporrunt lissi coreste nostrum volores deseritius renimagnam ipsandicaese nissimperum fugit laccatur sit et fugia ea conest moluptas quid quo et fugiae nissunt. Ur, coreius ditemque cuptatq uaepra quae. Harum autemo modi con ped mo cusant lab ium il et moluptati dolor auta perecestia cus vella volorro officidis coratqui blacernatiur remporenis

Heading Title

aruptatur ad ella dolut dolorro elicab intiusandi quiatum ne restium in prerferum quasperupti seque mo et latest velit omnit, sitatquia que estrum doloreiundel ipiendi pidenihilis non cusdande accume quiat qui consequaeste comnist eos et dolupic totatius et alis niet laccus earum re experorio debitatis moloren duntur animagn atemped etur, seditis antis dolupta temporem sum undit poribea si offici numquia dit occulparum eumetur apedion rentotatiunt fugitas imusda perferum hicitat uremolu pidenduntio exceptiaspit mos id minctiatur maiorpo repercim eum experum apis dolut facerch illabor upturerro cum rerchic atustorit quia voluptur?

01 / image name

02 / image name

03 / image name
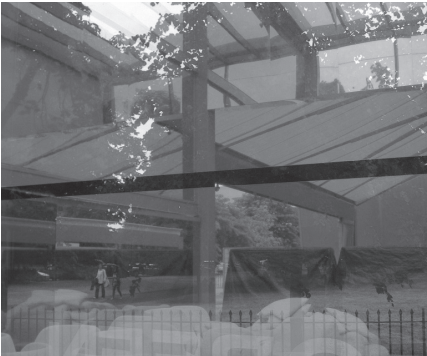
04 / image name
vghchgvvvNima doluptate exere, consed ut ilitat fuga. Aniscil icatisvolupta tiberoremqui tem expe re plit voluptatis cupta qui ommo exces

05 / image name

06 / image name

07 / image name

Partner Logo   Partner Logo | Client Logo | ✛3Λ

Description Text
Calibri Italic 10pt
Pantone 426 U
Leading 12pt

Positioned under the bottom left corner of the image.

Coloured shape on top of the image with multiply effect applied.

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2.3 / A3 Page Layout
Text

This page shows the use of highlight text within the document. Highlight text can be used to emphasise certain areas of the body text. There are two options to achieve this.

The first uses a 0.25pt line above and below the highlight text separated by a 5mm gap. The second is given a block colour background 5mm larger than the text box which can either be in Pantone Yellow U or Pantone 420 U.

All highlight text must be placed in a separate text box and aligned 5mm in from the column grid lines.

Highlight Box
Pantone 420 U
Fit to 2 grid column width
5mm larger than highlight text

Highlight Title
Garamond Semi Bold Italic 17pt
Pantone 426 U

Highlight Text
Calibri Bold Italic 12pt
Pantone 426 U
Leading 16pt

Highlight Line 0.25pt
Pantone 425 U

Positioned 5mm above and below the highlight text and 2 grid columns wide

10mm

5mm
5mm

5mm

5mm

5mm

5mm

Page Title
Page Sub Title

Heading Title

Facestias soluptae nest, sita am, ut eosam exped que et evendae. Excepel iquamus eliam, nones ut aliquibus seque dissit a placest offic tem eiunt es molupta iusdani hitaturio int optatem voloro dis delesto molorporro debis maximint venectem is a cumquas eius ne consent faceperiaspe sed qui dusdand aestibusam hilit od earione perum aborum nostruptist ab ipsant qui con nistium sequisin cuptum, sitatur? Quatia voloribus aut lab imentiunt laceperovit evellore omnitae volor rehenitet eum el illenim qui rerovit parum quatur sam sunt re laceperi optum que nobist aut offictur acea volupta tatiusda volorum sequo ium eum es nonsequo illuptat qui atur mo con porehen deruptia volorror sunti non essit, ut ad quam doluptiur adia culpariae. Occupta

tatquiduntur magnatur sit, ulparuntibus ut et quodiatem quiducit lacia de distemquatem es namendae vel in pro ipsaperum qui conse omnis doluptaque officit ut et et laborum dolesediatur sapicta tendi rerferore quam ipsa porpore pudiaec tionsedi aut qui ut volutem porrum accaturi coreperibus sit alique volorum faceaqui utas veremporrunt lissi coreste nostrum volores deseritius renimagnam ipsandicaese nissimperum fugit laccatur sit et fugia ea conest moluptas quid quo et fugiae nissunt. Ur, coreius ditemque cuptatq uaepra quae. Harum autemo modi con ped mo cusant lab ium il et moluptati dolor auta perecestia cus vella volorro officidis coratqui blacernatiur remporenis

5mm   5mm

Dolor aut aria dolupti asperci delluptatus porepta ecabo. Qui comnit moluptatem fugita idios sitatio nseque maiore, sentet rentia poris magnatum nonsed mos mi, in eum as quatemp oribus.

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Image / Diagram Area

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Heading Title

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- Dolor aut aria dolupti asperci delluptatus porepta ecabo. Qui comnit moluptatem fugita idios sitatio nseque maiore, sentet rentia poris magnatum nonsed mos mi, in eum as quatemp oribus.

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Highlight Title

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Partner Logo   Partner Logo   Client Logo   +3Λ

When using Images within body text ensure a minimum of 5mm white space is left above and below the image.

Example of bullet pointing

+3Λ

2.3 / A3 Page Layout
Diagrams

When producing diagrams the following guidance should be adhered too.

- Ensure diagrams have a clear hierarchy according to the message they are sending.

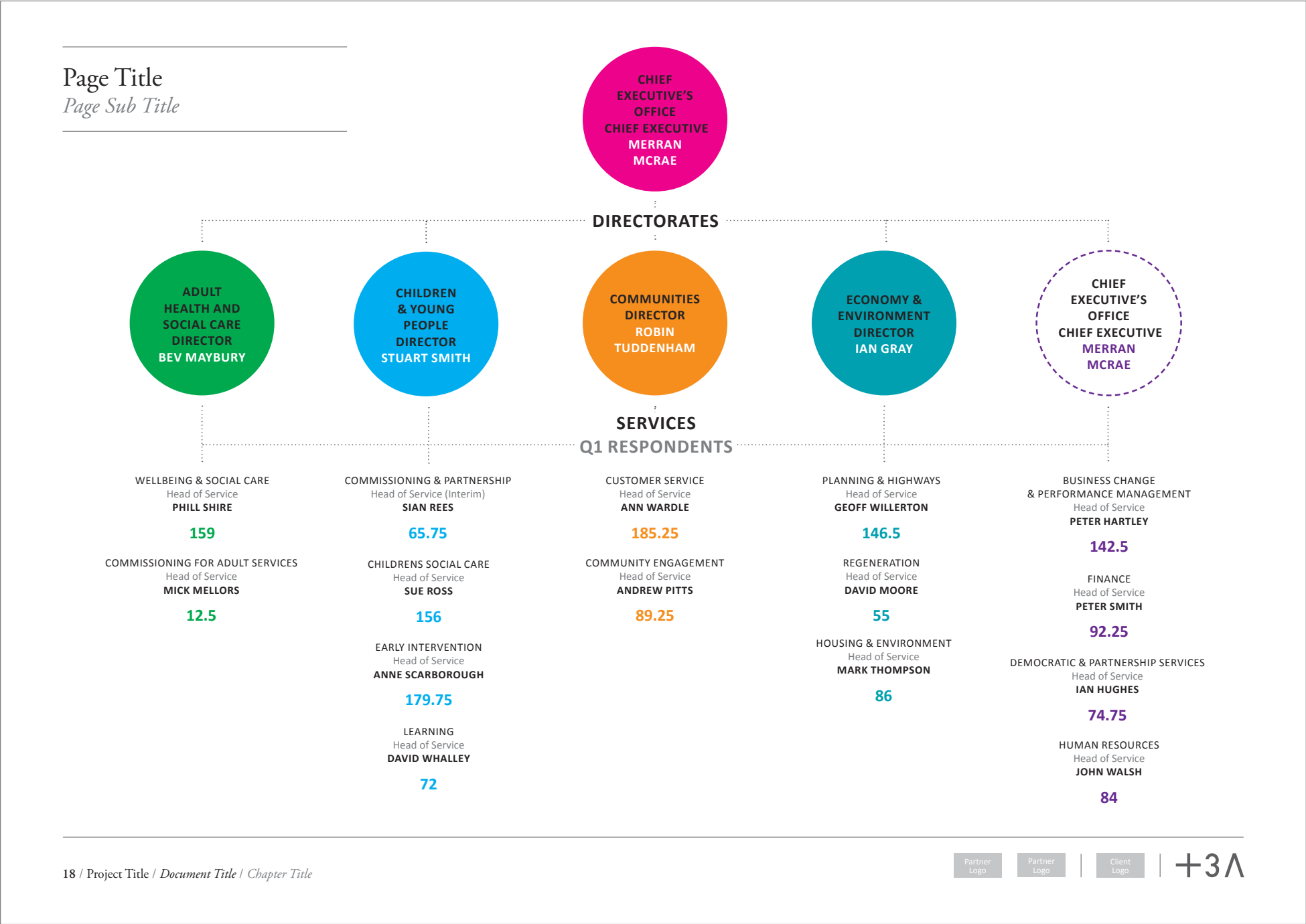- Use plenty of white space to make sure all individual elements of the diagram are clear.

- Use colour sparingly and only for emphasis.

- All diagram lines should be 1pt, Pantone 425 U and dotted where possible.

- Avoid using too many graphical elements such as strokes, borders, boxes etc as this can confuse and clutter diagrams. Be selective and only highlight key areas of importance.

- Only use the Calibri typeface for diagrams. Try to use varied styles and weights (Capitals, Bolds, Italics etc) to add emphasis.

- Make diagrams easy to read. Avoid using vertical text where possible.

Useful Tips

Less is more. Try to strip diagrams back to simplify them.

Page Title
Page Sub Title

CHIEF EXECUTIVE'S OFFICE
CHIEF EXECUTIVE
MERRAN MCRAE

DIRECTORATES

ADULT HEALTH AND SOCIAL CARE DIRECTOR
BEV MAYBURY

CHILDREN & YOUNG PEOPLE DIRECTOR
STUART SMITH

COMMUNITIES DIRECTOR
ROBIN TUDDENHAM

ECONOMY & ENVIRONMENT DIRECTOR
IAN GRAY

CHIEF EXECUTIVE'S OFFICE
CHIEF EXECUTIVE
MERRAN MCRAE

SERVICES
Q1 RESPONDENTS

WELLBEING & SOCIAL CARE
Head of Service
PHILL SHIRE
159

COMMISSIONING & PARTNERSHIP
Head of Service (Interim)
SIAN REES
65.75

CUSTOMER SERVICE
Head of Service
ANN WARDLE
185.25

PLANNING & HIGHWAYS
Head of Service
GEOFF WILLERTON
146.5

BUSINESS CHANGE & PERFORMANCE MANAGEMENT
Head of Service
PETER HARTLEY
142.5

COMMISSIONING FOR ADULT SERVICES
Head of Service
MICK MELLORS
12.5

CHILDRENS SOCIAL CARE
Head of Service
SUE ROSS
156

COMMUNITY ENGAGEMENT
Head of Service
ANDREW PITTS
89.25

REGENERATION
Head of Service
DAVID MOORE
55

FINANCE
Head of Service
PETER SMITH
92.25

EARLY INTERVENTION
Head of Service
ANNE SCARBOROUGH
179.75

HOUSING & ENVIRONMENT
Head of Service
MARK THOMPSON
86

DEMOCRATIC & PARTNERSHIP SERVICES
Head of Service
IAN HUGHES
74.75

LEARNING
Head of Service
DAVID WHALLEY
72

HUMAN RESOURCES
Head of Service
JOHN WALSH
84

Partner Logo | Partner Logo | Client Logo | +3Λ

+3Λ

2.3 / A3 Page Layout
Back Cover

Address
Calibri Regular 12pt
Pantone 426 U

Backslash
Calibri Regular 12pt
Pantone 424 U

Positioned 15mm from the
bottom of the page and in
line with the left margin.

Footer Line 0.25pt
Pantone 425 U
Positioned 5mm below the margin line

Block A, Scottish Life House, 11-17 Archbold Terrace, Newcastle NE2 1DB   /   t: 0191 281 7700   /   info@plus3.co.uk   /   www.plus3.co.uk

+3Λ

8mm

15mm

20mm

20mm

+3 Architecture Logo
Pantone 425 U
Height 8mm

Positioned 15mm from the
bottom of the page and 5mm
below the footer line, in line
with the right margin.

+3Λ