



Brand manual



This copy of the Smarterway® brand manual is for your reference.

This guide contains preliminary rules for the Smarterway® identity that will enable you to produce branded materials for the Company. Inside the manual you will find a summary of our brand character and values, and guides for the use of our identity, enabling you to produce literature in the correct way.

Every communication we produce reflects the services we provide and the standards we maintain so it is important that we follow these rules carefully when producing all Smarterway® materials.

Please keep this manual safe and use it as your reference guide for briefing staff and suppliers. If you have any queries please contact Smarterway®.



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A **brand** is sometimes defined as the combined effect of all the impressions and associations that people have of an organisation. Since these impressions come from a vast array of sources, the art and science of branding is about making sure that all these sources work together to present the desired visual identity. We all have a part to play in this, in the way we conduct ourselves as we go about our business, the way we write, speak and communicate and in the visual language, which manifests itself in the imagery, the typography and layout we use every day.

We have defined the character of our brand. The following few pages are an overview of how our brand has been defined so that we can be clear in all our communications.



The Smarterway® brand has been built on 2 key themes:

- 1 Expressing a new attitude
- 2 Key characteristics

1 Expressing a new attitude

Modern and fresh

Forward looking

High Standards

2 Key characteristics

Inspiring

Professional

Progressive



The corporate identity for Smarterway® consists of the following core visual communication materials:

Website
Stationery
Advertising
Signage
Posters
Letters
E-mails
Brochures

Shown here are the corporate
typefaces
Helvetica LT
Arial



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 £\$%&@
Helvetica LT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 £\$%&@
Helvetica LT Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 £\$%&@
Helvetica LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 £\$%&@
Helvetica LT Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 £\$%&@
Helvetica LT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 £\$%&@
Helvetica LT Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 £\$%&@
Helvetica LT black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 £\$%&@
Helvetica LT Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 £\$%&@
Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 £\$%&@
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 £\$%&@
Arial Italic

Shown here are the corporate colours



Black
Blue
Grey

RGB breakdowns:



0% Red 0% Green 0% Blue



0% Red 160% Green 224% Blue



88% Red 89% Green 91% Blue

CMYK breakdowns:



100% Black



90% Cyan 14% Magenta 0% Yellow 0% Black



0% Cyan 0% Magenta 0% Yellow 80% Black

Shown here are the variations of how the Smarterway® logo **should be** used in colour or black and white.



N.B To ensure consistency of all communications please ensure that the Smarterway® logo is used only as shown.

LOGOTYPE COLOURS:



Black



Blue



Grey



Shown here how the logo can be used in 2 colours (Blue and Grey) or full colour



Shown here how the logo can be used in Black and White



Shown here how the logo can be used in Black and White (reversed out)

The Smarterway® logo has been registered by patent and trademark attorneys. The Smarterway® logo is a registered design.

Re: Use of the ® symbol on copy within literature.

The use of the registered symbol ® will only need to appear initially once per section of copy.



r: 43
g: 234
b: 100



c: 90 r: 0
m:14 g: 153
y:0 b: 215
k:0



c: 94 r: 0
m:72 g: 78
y:0 b: 156
k:0



c: 0 r: 225
m:100 g: 0
y:100 b: 26
k:0

Shown here are the variations of correct and incorrect Smarterway® logo usage in colour or black and white.



As a general rule, the Smarterway® logo should always be positioned in the top right-hand corner of the page, 10mm from each edge. Exceptions to this rule on certain items of stationery, leaflets and the web site. The Smarterway® logo should never be used less than 30mm in width.



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