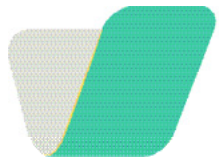


# Brand Guidelines

Bitesize version 1.3 July 2020



VansonBourne



Logo Overview

The Vanson Bourne logo is the primary representation of our brand and should appear clearly and legibly on every item that uses it.

Logo sizing in A size

The format of a communication determines the size of our primary logo.

These sizes have been specified to ensure that the primary logo is always clear and legible.

PRINT SIZING

- A3 (297 x 420mm) Logo width = 70mm
- A4 (210 x 297mm) Logo width = 60mm
- A5 (148 x 210mm) Logo width = 50mm
- A6 (105 x 148mm) Logo width = 50mm

WEB / DIGITAL SIZING

- Website suggested Logo width = 200px (72dpi screens)
- General digital Logo width = between 170-300px (72dpi)
- No smaller than 100px for legibility (72dpi)
- Scale the above for retina devices



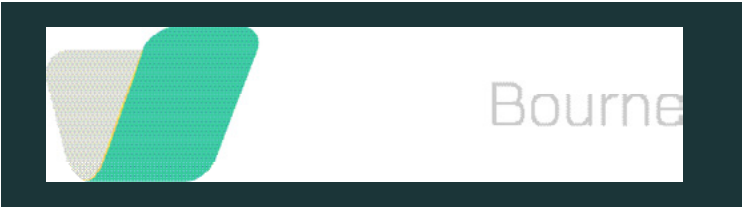
Primary Logo (Full Colour)

To be used on white/light grey backgrounds and light areas of imagery.



Secondary Logo (Full Colour alternative)

To be used on black, colour or photographic backgrounds where the primary logo does not work.



White Logo

To be used on on coloured backgrounds and dark areas of imagery.



Black Logo

To be used when printing black only.



Clear Space Around Logo



Spacing is judged by taking the logo marque (without the text) and decreasing it to 50% to then give you the appropriate white spacing around the logo.

Clear Space Around The Marque



Minimum spacing is judged by taking the logo marque (without the text) and decreasing it to 75% to then give you the appropriate white spacing around the marque. NOTE: Some collateral will not always allow for you to apply this rule.

Please view page 15 on how the marque is used on Vanson Bourne collateral.

Logo Usage

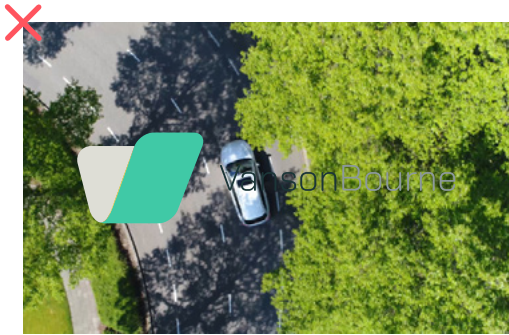
This page shows examples of incorrect primary logo usage. To maintain consistency in the application of the Vanson Bourne identity, it is important to avoid these incorrect uses of the logo.

It is important to select the appropriate file type depending on how the logo is being used.

- If the logo is being used digitally (e.g. website, social media, email, powerpoint presentations) use the logos in the "PNG (Web)" folder.
- If the logo is going to be printed, used the logo in the "JPG (Print)" folder.
- Logos in the "VECTOR (Design)" folder are for designer use only.



Incorrect Usage



Do not place any version of the logo over any imagery.



Do not change the colour of the logo.



Do not attempt to redraw or recreate the logo.



Do not apply any effects to the logo.



Do not rotate the logo.



Do not add wording to the logo.



Do not resize elements of the logo.



Do not stretch or change the proportions of the logo in any way.

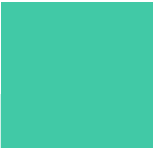


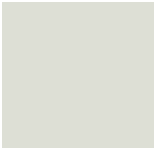
Colour

Colour is a powerful means of visual recognition and the Vanson Bourne colour palette creates a strong and consistent look across all our communications.

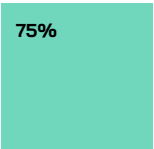

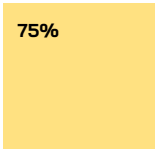
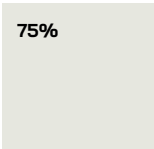
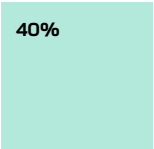
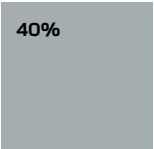
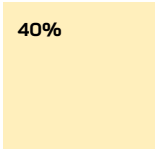
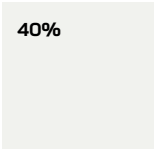
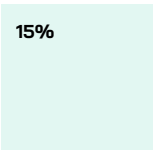



The colours and tints shown here are the primary palette to be used across our communications. Do not change the colour values shown.

The primary colour tints can be used when it is required that a lighter tone in colour is more appropriate.

Primary Brand Colour Palette

 <div>PANTONE® 3245 U</div>	 <div>PANTONE® 2217 U</div>	 <div>PANTONE® 128 U</div>	 <div>PANTONE® Cool Gray 1 U</div>
Vanson Bourne Green	Vanson Bourne Dark Green	Vanson Bourne Yellow	Vanson Bourne Gray
CMYK 64 / 0 / 47 / 0 RGB 65 / 201 / 166 #41c9a6	CMYK 85 / 61 / 60 / 56 RGB 27 / 53 / 56 #1b3538	CMYK 0 / 11 / 70 / 0 RGB 255 / 215 / 87 #ffd757	CMYK 4 / 3 / 6 / 7 RGB 221 / 223 / 213 #dddfd5

Primary Brand Colour Palette Tints

Vanson Bourne Green TINTS	Vanson Bourne Dark Green TINTS	Vanson Bourne Yellow TINTS	Vanson Bourne Gray TINTS
 <div>75%</div>	 <div>75%</div>	 <div>75%</div>	 <div>75%</div>
 <div>40%</div>	 <div>40%</div>	 <div>40%</div>	 <div>40%</div>
 <div>15%</div>	 <div>15%</div>	 <div>15%</div>	 <div>15%</div>



Visualising Data  
– Colour

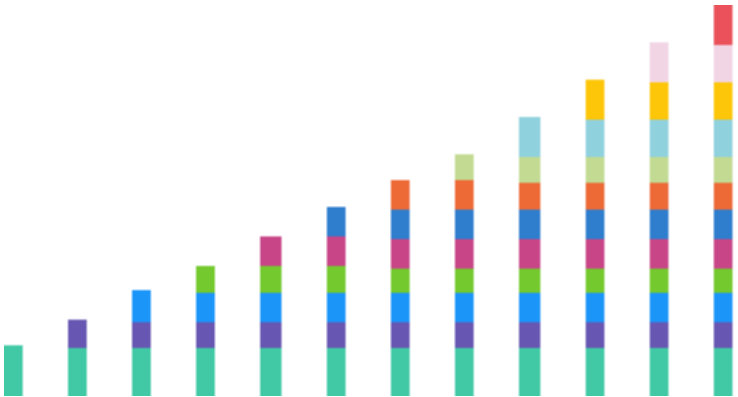
This page shows the colours that can be used to present data.

NOTE: These colours are to be used for data visualisation. The colours are also to be used in the order which is specified in the top left hand corner of the colour swatches. The colours or colour values are not to be changed.

Chart Colour Palette

<div>1</div> <div>PANTONE® 3245 U</div> <div>⬢ ⬢</div>	<div>2</div> <div>PANTONE® 2735 U</div> <div>⬢ ⬢</div>	<div>3</div> <div>PANTONE® 2202 U</div> <div>⬢ ⬢</div>	<div>4</div> <div>PANTONE® 375 U</div> <div>⬢ ⬢</div>	<div>5</div> <div>PANTONE® 233 U</div> <div>⬢ ⬢</div>	<div>6</div> <div>PANTONE® 2195 UP</div> <div>⬢ ⬢</div>
Vanson Bourne Green	Vanson Bourne Violet	Vanson Bourne Light Blue	Vanson Bourne Lime	Vanson Bourne Pink	Vanson Bourne Blue
CMYK 64 / 0 / 47 / 0	CMYK 69 / 70 / 0 / 0	CMYK 90 / 0 / 3 / 0	CMYK 39 / 0 / 75 / 0	CMYK 15 / 82 / 0 / 0	CMYK 96 / 40 / 0 / 0
RGB 65 / 201 / 166	RGB 104 / 87 / 178	RGB 0 / 170 / 227	RGB 115 / 201 / 45	RGB 200 / 70 / 135	RGB 47 / 126 / 206
#41c9ae	#6857b2	#00aae3	#73c92d	#c84687	#2f7ece
<div>7</div> <div>PANTONE® Orange 021 U</div> <div>⬢ ⬢</div>	<div>8</div> <div>PANTONE® 365 U</div> <div>⬢ ⬢</div>	<div>9</div> <div>PANTONE® 629 U</div> <div>⬢ ⬢</div>	<div>10</div> <div>PANTONE® 670 U</div> <div>⬢ ⬢</div>	<div>11</div> <div>PANTONE® 109 U</div> <div>⬢ ⬢</div>	<div>12</div> <div>PANTONE® 1787 C</div> <div>⬢ ⬢</div>
Vanson Bourne Orange	Vanson Bourne Off Lime	Vanson Bourne Pale Blue	Vanson Bourne Pastel Pink	Vanson Bourne Golden Yellow	Vanson Bourne Red
CMYK 0 / 45 / 86 / 0	CMYK 24 / 0 / 45 / 0	CMYK 32 / 0 / 10 / 0	CMYK 1 / 15 / 0 / 0	CMYK 0 / 11 / 96 / 0	CMYK 0 / 66 / 45 / 0
RGB 255 / 108 / 47	RGB 194 / 230 / 146	RGB 141 / 208 / 222	RGB 243 / 214 / 229	RGB 255 / 199 / 0	RGB 252 / 99 / 113
#ff6c2f	#c2e692	#8dd0de	#f3d6e5	#ffc700	#fc6371

Chart Colour Palette Build of Colours (do not reference these for chart/graph style)



Fonts

Common typefaces ensure a consistent thread runs through all communications. Vanson Bourne’s main font is Bai Jamjuree. Arial is Vanson Bourne’s alternative system font.

Bai Jamjuree should only be used by designers and marketing professionals.

HOW TO USE THE FONTS:

- **Copy (use either of the below, in priority order)**
  - = Bai Jamjuree Light
  - = Bai Jamjuree Regular
- **Titles, headlines, introductions**
  - = Bai Jamjuree Medium
- **Quotes, statistics (use either of the below)**
  - = Bai Jamjuree Semi Bold
  - = Bai Jamjuree Light

Arial should be used by Vanson Bourne staff for the following material:

- Word documents
- Excel documents
- PPT Presentations
- Email and e-newsletters

I need to use the Bai Jamjuree font, how do I get this?

To access this font you need can download it on [Google Fonts](#). Alternatively you can contact marketing.



Brand Font

Bai Jamjuree

Bai Jamjuree Light

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat.

Bai Jamjuree Regular

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat.

Bai Jamjuree Medium

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat.

Bai Jamjuree Semi Bold

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat

System Font

Arial

Arial Regular (replaces Bai Jamjuree Light and Regular)

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

Arial Bold (replaces Bai Jamjuree Medium and Semi Bold)

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789?!.,;:

Idunt ut laoreet dolore magna aliquam erat volut ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate veli t esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

Arial can be found on both Mac and PC’s.

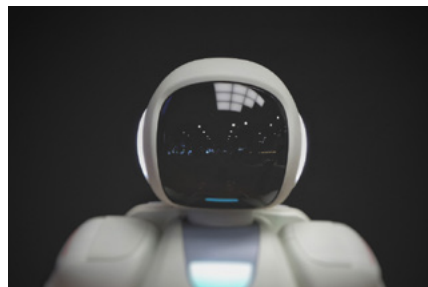
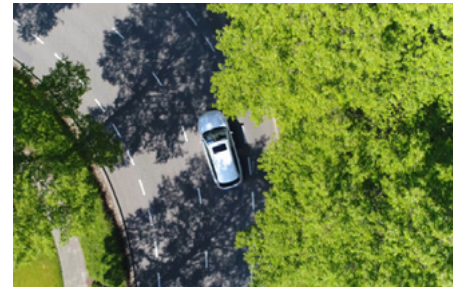


## Imagery

Photography is selected from Adobe Stock and should include the following criteria:

- Specific to a subject area Vanson Bourne have experience in (examples AI, Cyber security, Electric vehicles, Internet of things, etc)
- Related to technology
- White space
- Clean / not too complicated
- People, however this may not always be possible
- One focus point in the image
- Colour not too vibrant

Example photoset



Graphic Language

Here is how the graphical logo device (GLD) can be used in a variety of other digital images, photography and colour in order to offer variety and differentiation. This is also to offer freedom so the rules are not too restricting.

The GLD can also be used in three different ways throughout Vanson Bourne’s collateral. This is to keep collateral varied and fresh.

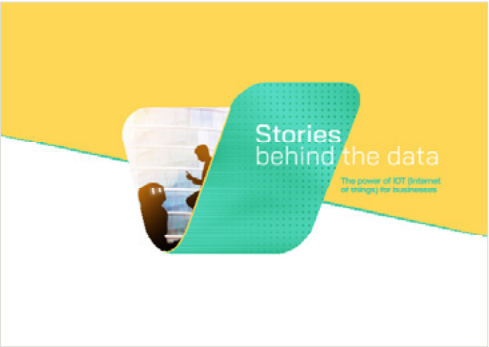
Below is a short description of where each level the graphical logo device should be used. To the right is a detailed list of where each GDL level can appear on:

- **Level 1:** Should be used at highest level of promotional material. Such as client facing collateral. Can be used with or without copy/text.
- **Level 2:** The VB logo here sits over the top of a photograph. This level is designed to allow someone who doesn’t have Adobe suite software to create a branded image. This can also be used on (Level 1) high - medium material. Level 1 and 2 are used for the same purposes but interchangeable depending on whether the person has Adobe suite or not. There may also be occasions when you want to show a full image and not crop the image, in which case you would use level 2.
- **Level 3:** This level should be used for lower end client facing material and is predominantly for internal use. NOTE an alternative icon based version of this level can also be used.
- These levels are designed to give variation and flexibility to the brand. Please check with marketing if you are unsure how to properly use the logo or logo devices as shown here.



Graphic Logo Device (GLD) Hierarchy

Level 1 Graphic Logo Device



Level 2 Graphic Logo Device  
Colours Can Be Inverted



Level 3 Graphic Logo, With Alternative  
Colours Can Be Inverted



GLD Material List Hierarchy

Level 1 GLD:

- › Reports
- › Brochures
- › Guides
- › Presentations
- › Website Header
- › Email newsletter
- › Social media
- › Online advertising
- › Posters (internal)
- › Factsheets

Level 2 GLD:

- › Can be used on all of the level 1 items to add variation and where a quicker approach is needed.
- › Blog article imagery

Level 3: GLD

- › Stationery
- › Water Bottles
- › Calendars
- › Mugs
- › Notepads
- › Posters (internal)
- › Microsoft Office Documents.

Graphic Logo Device (GLD) Variety





