



Brand guidelines

August 2014



1 Brand essence

A brand is a promise about who you are and should be reinforced every single time people come into contact with any facet of your identity.

At the core of our identity are our brand values: **Integrity, Community, Inclusivity, Inspire & Innovation.** These core values form our brand essence which has been encapsulated in the phrase '**Greater Good**'. Our values and brand essence are a direct reflection of Be Collective's personality; **Genuine, Engaging, Thoughtful, Exciting & Smart.**

② Brand identity

Master brand

All collateral should feature the Be Collective logo. Use of it in any promotional, advertising or marketing material must always adhered to these guidelines.



Charcoal background with off-white logo
This is the preferred configuration for all collateral, promotional and marketing material.



Charcoal
Background

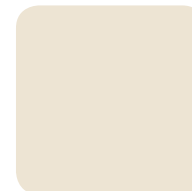
CMYK
97 42 36 43

Hex
#404041

Pantone
547 U

RGB
64 64 65

Lab
27 0 -1



Off-white
Logo colour

Hex
#ede4d4

Lab
91 1 9

CMYK
6 8 16 0

RGB
237 228 212

3 Brand variation

Master logo

Where space allows, this is the preferred configuration for all marketing and promotional communication.



Inverted master

Where the dark background is not possible, this version should be used.



Typography logo

This configuration is predominantly used where space does not allow for the master configuration.



Inverted typography

Where a dark background is not possible, this version should be used.



4 Minimum sizes

The following minimum sizes apply to the Master Brand identity



Master Brand without tagline
Min width 38mm (107px)



think, act, create change.

Master Brand with tagline
Min width 55mm (155px)



Typography logo
Min width 38mm (107px)



think, act, create change.

Typography logo with tagline
Min width 55mm (155px)

5 Spacing

The Master Brand should follow these minimum amounts of spacing. The spacing around the logo should be the width/height of the "be" in the logo.



6 Brand colour variations

The following colour variations can be used when the master brand is on the charcoal background only.



Mint
CMYK 50 8 38 0
LAB 71 -24 4



Blood Orange
CMYK 4 52 67 0
LAB 69 32 41



Lemon
CMYK 8 22 74 0
LAB 81 6 55

These colour application are not to be implemented ever.
Do not apply a colour application to the tagline.



⑦ Mono versions

Where full colour reproduction of the brand identity is not available, the mono version should be used.



85% Black
100% White



85% Black



85% Black
100% White



85% Black

6 Logo usage don't

Don't change the logo's orientation.

Don't bevel or emboss the logo.

Don't change the logo colours (unless using a specified variation).

Don't place the logo on a busy photograph or pattern.

Don't crop the logo in any way.

Don't add "glow" effects to the logo.

Don't present the logo on "vibrating" colored backgrounds.

Don't present the logo in "outline only" fashion.

Don't place the logo on similarly-colored backgrounds.

Don't outline the logo in any color.

Don't put a charcoal or white box around the logo.

Don't change the size or placement of any logo elements.

Don't stretch or squeeze the logo to distort proportions.

Don't recreate elements or replace with something else.



⑧ Typography

To present a consistent and coherent brand image, we have selected the following group of typefaces to be used when producing Be Collective material.

Futura Light

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Futura Medium

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

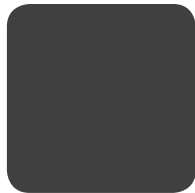
Futura Bold

1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

9 Colour palette

We have adopted the following Be Collective colour palette to present a uniform look for the brand and to give a clear identity to the individual ships.

Users of these guidelines should be aware that colours are and can be dramatically different when applied to a variety of materials. Care must be taken when quality controlling any of the many forms of print and colour outputting. On the right is an illustration of the colours used and their respective breakdowns.



Charcoal
Background

CMYK
97 42 36 43

Hex
#404041

Pantone
547 U

RGB
64 64 65

Lab
27 0 -1



Off-white
Logo colour

Hex
#ede4d4

Lab
91 1 9

CMYK
6 8 16 0

RGB
237 228 212



Mint
Feature

CMYK
50 8 38 0

HEX
#83beaa

LAB
71 -24 4



Blood Orange
Feature

CMYK
4 52 67 0

HEX
#ec9060

LAB
69 32 41



Lemon
Feature

CMYK
8 22 74 0

HEX
#ebc35f

LAB
81 6 55

10 Photography

The quality of images used is also paramount to illustrate the quality of the Be Collective brand. An image used should be no less than 300 dpi and enlarged no greater than its original size - ie kept at 100%. In addition, when resizing an image do not distort it either horizontally or vertically. Always, therefore, resize an image with percentage values and do not drag the picture placeholders to resize.

Do not use Clip Art.

Should no photographic image be available do not use any image. If you require an image please contact the Be Collective designer who will be able to source an image or suggest which alternative images will be suitable.

Note for designer:

The visual expression of Be Collective photography should be in line with our brand values (refer to our "Brand Essence" on page 2 of this document.)

The style of photography must follow these key points:

- preferably have depth-of-field
- creative, genuine and interesting (no "cheesy" photography)
- a warm treatment applied if necessary
- preferably colour (b/w if grey-scale print is the only option)

Resource: www.shutterstock.com

Search: *Depth-of-field*

For our account details contact *D'fine Creative*.

Resource: www.thestocks.im

Open source photography



11 Copy

Emphasising copy

- **Bold** use sparingly.
- Underlining do not use.
- **Bold Italic** do not use.

Language

- Use British English in all global, on board or UK communications.
- Ensure spell check is set to British English.
- American English may be used for North American only.

Numbers

- Always spell out numbers 9 and under, ie one, two, three, four.
- Always use numerals for 10 and higher, ie 10, 11, 12.
- Always use numerals when the number relates to a unit of measure, time, proportion, ie 65mph, 5 nights, page 5, 9%.
- Always use numerals when referring to Deck No's, ie Deck 1, Deck 2, Deck 3.

Time

- Use the 12 hour clock instead of the 24 hour clock.
- Timings should follow this format - 12.00am, 1.00am, 12.00pm, 4.00pm.

Dates

- Do not use ordinals, ie 3rd, 10th, 1st.
- Refer to dates in this order - 4 January 2011 (Day / Month / Year).

Capitals

- Full capital copy should not be used.
- Full capital title should be kept to a minimum.
- Titles should always have the initial letter in capitals and all others words in lower-case, i.e Wonderful world.
- The only exception to this rule is Be Collective, which should have the initial letter for both words always capitalised.

Typesetting

- Tracking and kerning should be used sparingly.
- Always typeset copy and never have widows.
- Min tracking is -50px.
- Max tracking is 75px.

Size

- Min size is 6pt.