



# Brand Guidelines

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December 2018

# Introduction

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Welcome to the Speller Metcalfe brand guidelines which have been produced to help readers understand how we market ourselves consistently and professionally across all our visual mediums.

We ask that you follow this guide to ensure appropriate use and continued strengthening of our brand.

If you have any questions please contact James Evans:

[james.evans@spellermetcalfe.com](mailto:james.evans@spellermetcalfe.com)

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# Our Values

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Our culture is centred around our family values, upheld by our founders Steve Speller and Andy Metcalfe and supported by our valued employees. Proud of our family roots, we maintain a caring and collaborative attitude, with ambition and a forward-thinking mindset.

Our mission has been to encourage, develop and combine the individual skills of our employees and partners to deliver on these key values:

**Collaborative**  
**Sustainable**  
**Forward-thinking**  
**Considerate**  
**Trustworthy**



# Fonts

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The consistent use of our font enables our audience to have an immediate recognition of our brand.

## Roboto

This is our primary font used for all associated print and online visual mediums. We use this font and its different weights for clarity and legibility.

When Roboto is not available, Arial may be used as a substitute font.

# This is an example heading

Bold + -25 kerning

This is example paragraph text dolor sit amet,  
consectetur adipiscing elit. Sed nec purus urna.  
*Aliquam vel tempor metus.*

Regular / Thin / Light / Italic

# Primary Colours

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Our primary colour palette contains the core colours of our brand and is extremely important for brand recognition.


**Pantone** 534c  
**CMYK** 99/82/35/27  
**RGB** 31/53/94  
**HEX** #1E345D  
**RAL** 5013

**Pantone** 306c  
**CMYK** 75/0/7/0  
**RGB** 0/181/226  
**HEX** #00B2E2  
**RAL** 5024


# Complementary Colours

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Our vibrant secondary colour palette is used to add a splash of colour to our brand designs.



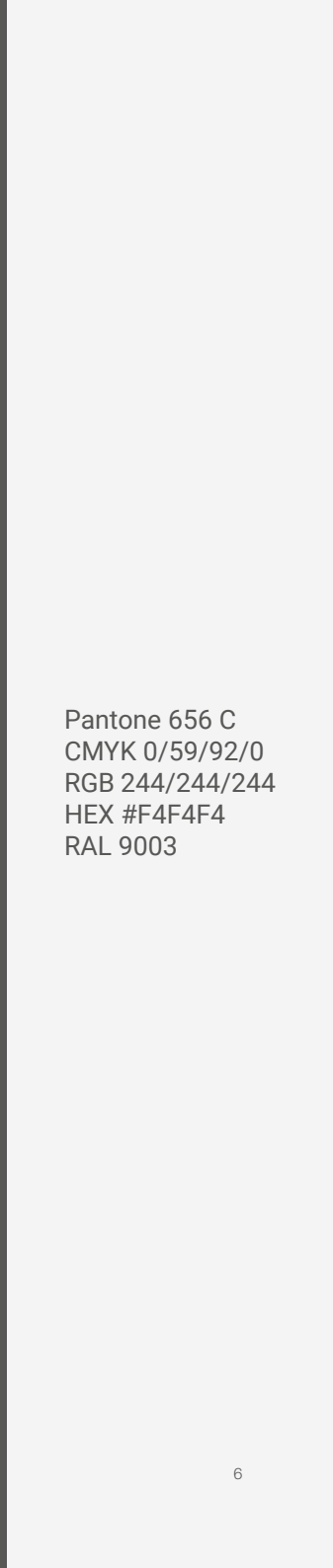
Pantone 191 C  
CMYK 0/74/58/9  
RGB 231/59/97  
HEX #E73B61  
RAL 3017



Pantone 715 C  
CMYK 0/47/85/5  
RGB 241/128/36  
HEX #F18024  
RAL 2003



Pantone 424 C  
CMYK 0/0/1/66  
RGB 87/87/86  
HEX #575756  
RAL 7043

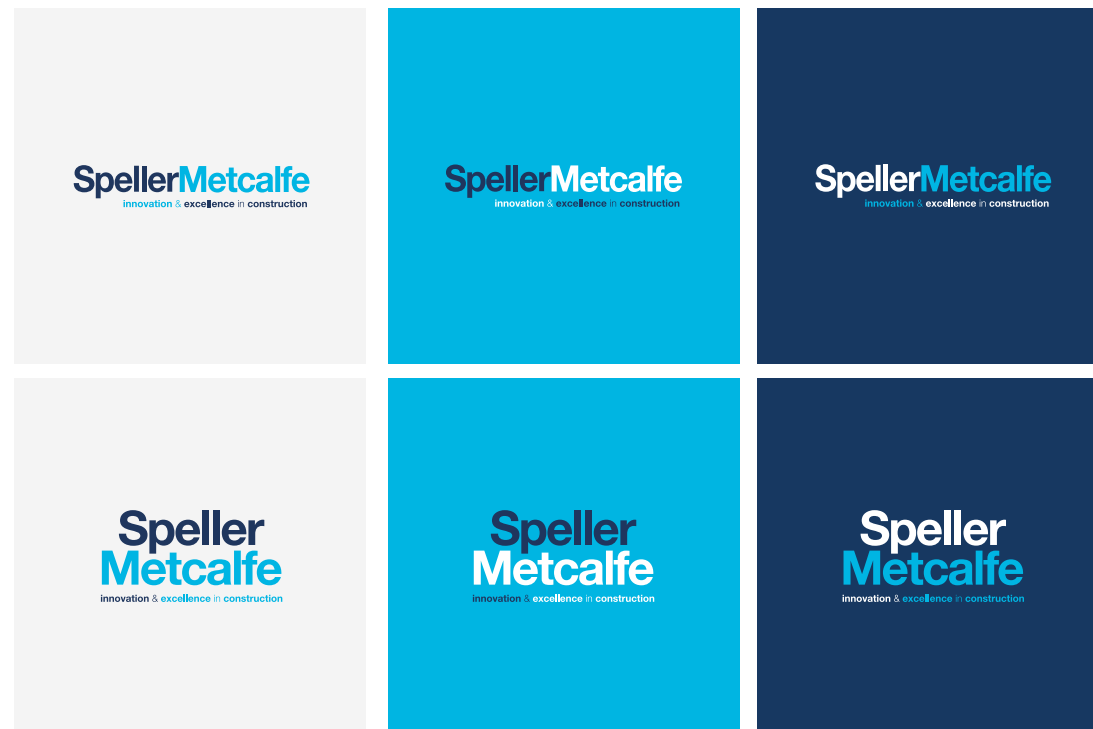


Pantone 656 C  
CMYK 0/59/92/0  
RGB 244/244/244  
HEX #F4F4F4  
RAL 9003

# Logos

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Our logo is instantly recognisable to our clients and partners and it is vital that we consistently apply it to everything that we do in order to retain its strength.



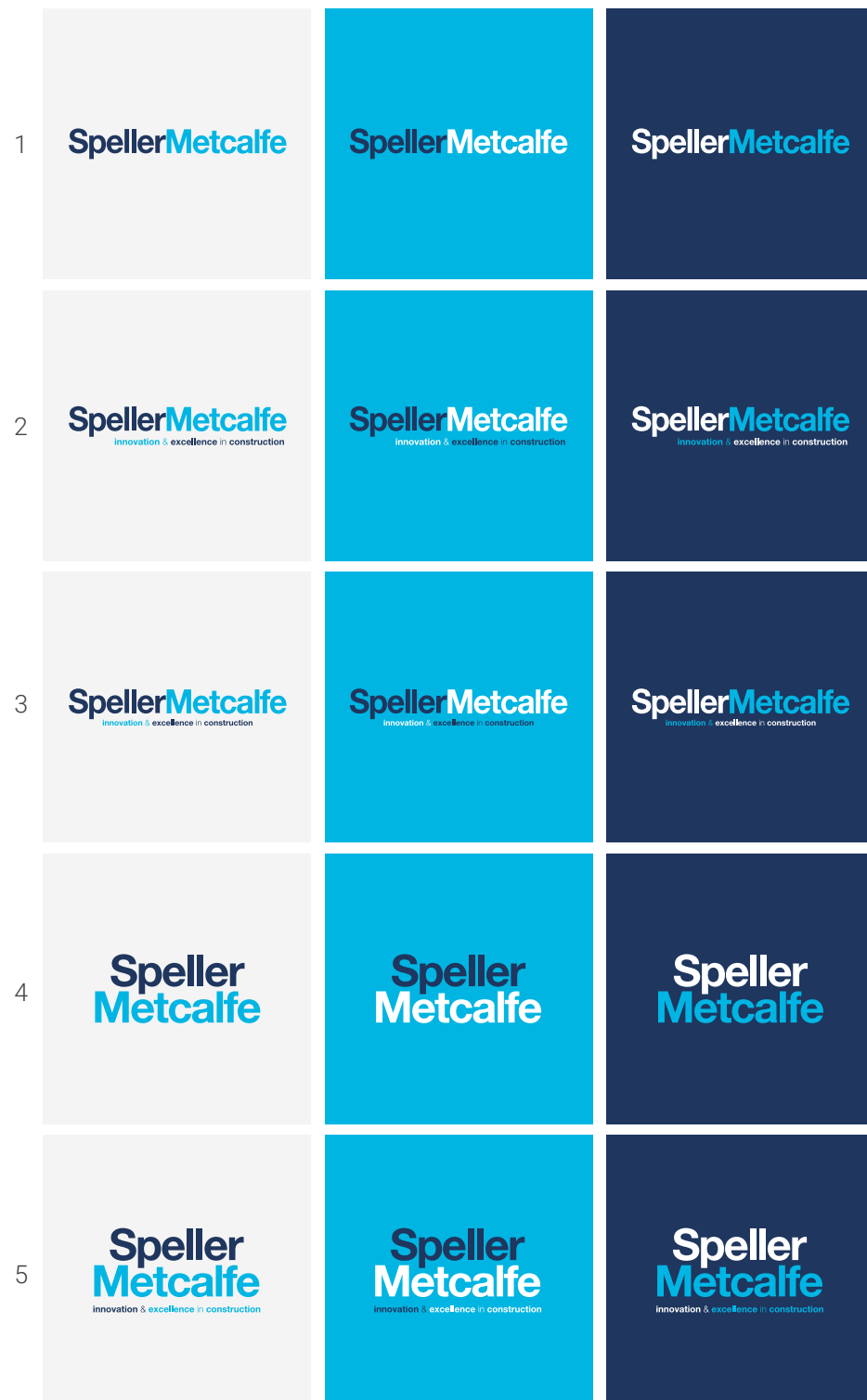
# Logo Index

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All logos are available in RGB (web) and CMYK (print) colour modes.

There are also different logo colour options available for white, light and dark backgrounds.

1. Horizontal logo
2. Horizontal logo + strapline right aligned
3. Horizontal logo + strapline center aligned
4. Stacked logo
5. Stacked logo + strapline





# Correct logo selection

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It is important to use the appropriate logo for your brand design. We have Speller Metcalfe logos with centralised and right aligned straplines suitable for varying spaces.



SpellerMetcalfe  
innovation & excellence in construction



SpellerMetcalfe  
innovation & excellence in construction



Speller  
Metcalfe  
innovation & excellence in construction

# Logo spacing

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To provide clarity to our logo, there needs to be clearly defined space surrounding the logo that is free of imagery and text.



# Logo sizing

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The minimum width of our logo is 30mm.  
When using our logo and company strapline  
please ensure that it is legible.

..... 30mm .....

**SpellerMetcalfe**

## Distortion of our logo

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Do not distort our logo in any way. It is important to ensure that the correct logo selection and spacing is applied for your brand design.

**SpellerMetcalf**  
innovation & excellence in construction

# Photography

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Professional photographs play a crucial role in delivering the personality of our brand and demonstrating the high-quality service we provide. It is therefore important that only high resolution, quality photography is used when creating brand designs.

With Speller Metcalfe's own in-house photographer, we are fortunate to have an extensive library of project and marketing photographs.

If you would like any assistance in obtaining images, please contact the below:

[james.evans@spellermetcalfe.com](mailto:james.evans@spellermetcalfe.com)

