BRAND GUIDELINES

ELIMINATING WASTE BY TRANSFORMING IT INTO A VALUABLE RESOURCE

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OUR BRAND

With the continued growth of The NWH Group, we need a brand identity that is efficient to use, flexible across applications, and able to feature content in a consistent way.

These guidelines are a set of tools and rules to clarify our marketing position, personality and our visual identity to help you understand how we want to communicate and how we keep our brand identity consistent.

Anyone in house of external who communicates on The NWH Group's behalf should find this Brand Guideline a useful resource.

When developing campaign ideas, reaching out and communicating with our audience, writers and content generators should refer to these guidelines.

All materials used with The NWH Group identity should be marketing approved prior to use.

Marketing Department can be contacted at head office or by email to: marketing@nwhgroup.co.uk

Failure to follow these guidelines can have a negative impact on The NWH Group and is a breach of our policies and procedures.
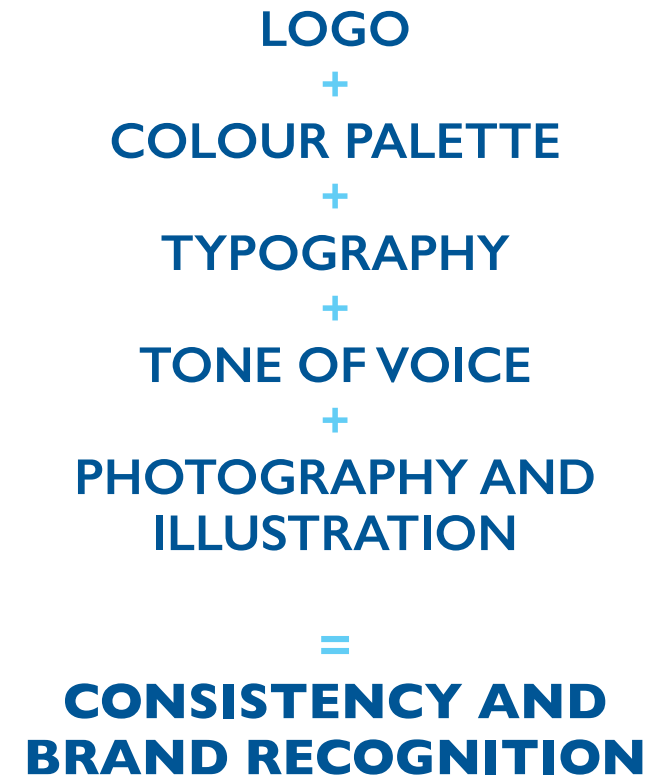
OUR BRAND TOOLS

We want our communications to be striking, engaging and consistent.

We want our audience to know our brand when they see it and be inspired by our way of work.

We use a set of practical tools to ensure we do this.

LOGO
+
COLOUR PALETTE
+
TYPOGRAPHY
+
TONE OF VOICE
+
PHOTOGRAPHY AND ILLUSTRATION

=

CONSISTENCY AND BRAND RECOGNITION

THE NWH GROUP

OUR LOGO

Only use logos supplied by our Marketing department.

They must not be changed.

All material with logo use must be approved by the Marketing team. Please send draft files before publishing in good time to ensure any necessary changes can be made.

LOGO VARIANTS

The NWH Group logo can be used in three ways as shown opposite:

- Solid PMS 294 C

- White reverse out of PMS:
  - 294 C
  - 296 C
  - 297 C

- White with PMS 294 C shaddow (vehicles only)

Logo files are available from the Marketing Department:

marketing@nwhgroup.co.uk

Solid PMS 294 C

White reverse 294 C

Solid PMS 296 C

Solid PMS 297 C

White with PMS 294 C shaddow

CLEAR SPACING

There is a set clear area required around the identity as indicated to the right by the top portion of the 'H'. Do not place any other element within this space.

MINIMUM SIZE

When the identity is used in full, it should not be used smaller than 26mm in width (print) and 300 pixels width (digital),as indicated to the right.

The logo should never be used so small that it is difficult to read.

Exclusion zone
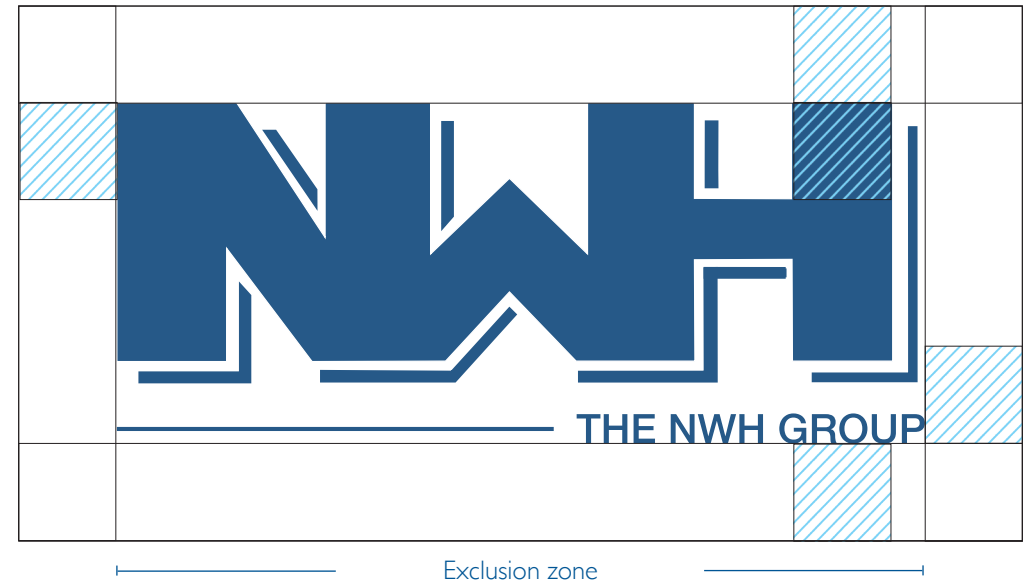
Print minimum size: 26mm wide

Digital minimum size: 300px wide

ALONGSIDE OTHERS

When we work with others, our logo must appear in proportion with other logos. We must also ensure there is plenty of clear space around it.

INCORRECT USAGE

1. Do not change the appearance, colour, shape or size of any element of the logo.

2. Do not change the proportions rotate o remove any part of the logo.

3. Do not stretch the logo.

4. Do not condense the logo.

5. Do not use a low resolution version of the logo.

The NWH Group identity colour palette reflects the essence of the brand.

Our key colour is Pantone 294C, a dark heather, which should provide the main accent in all print and digital work.

Please refer to the information opposite for colour breakdowns.

Pure Black can also be used on systems without custom colour options.

The use of the colour pallet variations differs across marketing materials and business products. For more information please contact our Markting team.

Marketing Department can be contacted at head office or by email to: marketing@nwhgroup.co.uk

	Pantone 294 C 100%	C 100 Y 58 M 0 K 21	R 0 G 47 B 108	HEX/HTML 002F6C
	Pantone 296 C 100%	C 100 Y 46 M 0 K 70	R 5 G 28 B 44	HEX/HTML 051C2C
	Pantone 297 C 100%	C 52 Y 0 M 0 K 0	R 113 G 197 B 232	HEX/HTML 71C5E8
	Black 100%	C 00 Y 0 M 0 K 100	R 0 G 0 B 0	HEX/HTML 000000

THE NWH GROUP

Our primary typefaces are Bebas Neue and Gill Sans. These fonts should be used in all communication materials.

Bebas Neue should be used for headlines and bold copy.

Gill Sans should be used for body copy and digital content.

Commitment to them will keep our strong identity consistent.

Use of other fonts where necessary should be agreed with Marketing department.

Headlines and bold copy

BEBAS NEUE BOOK
ABCDEFGHIJKLMNO
ABCDEFGHIJKLMNO 12345

BEBAS NEUE REGULAR
ABCDEFGHIJKLMNO
ABCDEFGHIJKLMNO 12345

BEBAS NEUE BOLD
ABCDEFGHIJKLMNO
ABCDEFGHIJKLMNO 12345

Body copy and digital content

Gill Sans Light
ABCDEFGHIJKLMNO
abcdefghijklmno 12345

Gill Sans Regular
ABCDEFGHIJKLMNO
abcdefghijklmno 12345

Gill Sans Bold
ABCDEFGHIJKLMNO
abcdefghijklmno 12345

THE NWH GROUP

Our tone of voice reflects our values and defines who we are - it's the words and actions we want people to use when they describe the work of The NWH Group.

Our messages are simple and easy to understand with no jargon. We get to the point immediately.

THINK NATIONAL ACT LOCAL - Whilst we think and compete nationally, we provide a local service.

BEYOND COMPLIANCE - We don't just comply becasue we have to, we comply because we want to.

AIM HIGHER - We never settle, we always look to improve.

NWH FAMILY - We are all part of the NWH Family, we work together and we value each others contributions.

SAFETY FIRST - We are all responsible for our own safety and the safety of others.

How we speak changes to meet the needs of a particular audience, channel or circumstance. But our voice is the same.

THE NWH GROUP
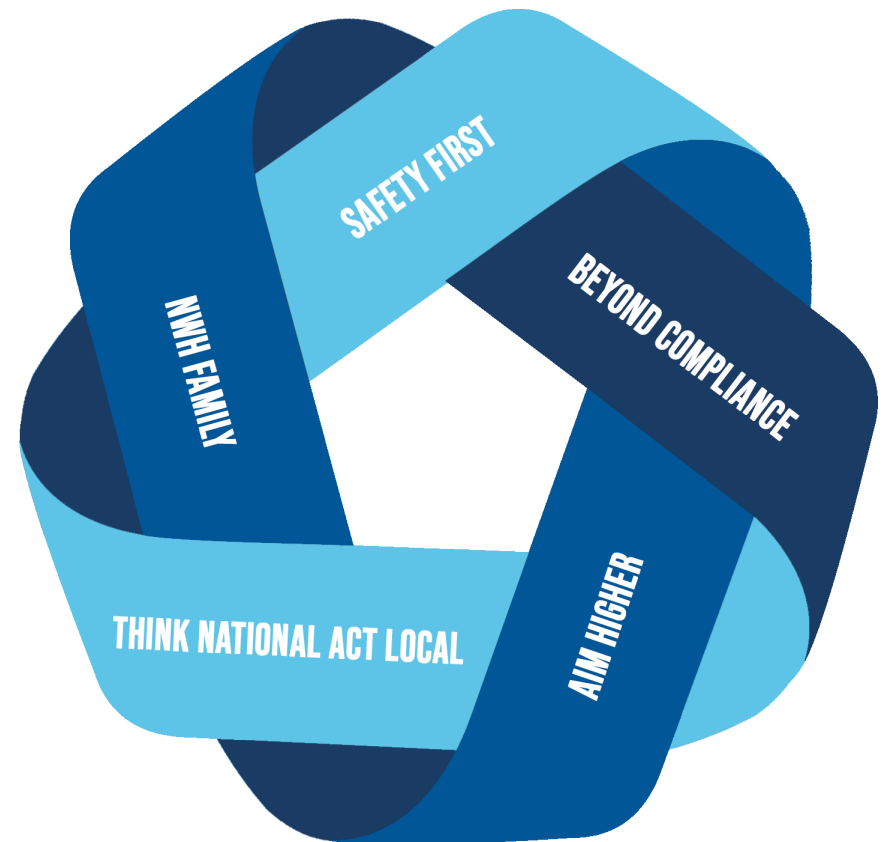
Photography and illustration is an important part of our visual communications and as important, if not more so, than the words we use to describe our business.

We vet all photography to ensure our brand principles are maintained.

You should never use images from the previous administration such as the NWH Waste Services or NWH Construction Services.

Only professional or marketing approved photography should be used in official NWH Group publications, printed material and digital presentation. Some examples of our house style photography are show opposite.

Illustration is an important tool of our brand. It should support a narrative to help inform and inspire our audience. It should only be used where appropriate, and should be:

- straightforward
- colourful
- striking
- relatable
- bold
- fun

Any Illustrations or photography used for social media, must also be approved by the marketing team before publishing online.

Images of poor quality e.g. pixelating, stretched, incorrect PPE, should never be used in any NWH Group material.

LEGAL

TERMS

By using any of The NWH Group's logos, designs or assets, you accept and agree to comply with the terms set forth in these Brand Guidelines.

You further acknowledge that The NWH Group may take action against unauthorised or infringing use or use that does not conform to these Brand Guidelines.

You will not harm, misuse, disparage, or dilute The NWH Group trademarks. Examples of misuse include: altering authorised color schemes and/or fonts, rescaling, obscuring, animating or otherwise distorting or mutilating the trademarks or logos.

The NWH Group may modify these Brand Guidelines or revoke permission to use The NWH Group trademarks at any time.

THE NWH GROUP