



...the brand

innovationmartlesham

BRAND STYLE GUIDE APRIL 2011 MILNER LLP

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INTRODUCTION

The Innovation Martlesham brand is:

- Innovative
- Spontaneous
- Human
- Dynamic
- Confident
- Exciting
- Relationship-centred

This style guide is designed to help ensure and maintain consistency across all uses of the Innovation Martlesham branding.

This quality and consistency will help reflect the positive brand values of Innovation Martlesham and increase the recognition of the organisation and its services.

All of the documents in the Innovation Martlesham Style Guide are available on the enclosed CD. For further information or clarification please contact Milner LLP by visiting **www.milnerllp.com**.

THE LOGO

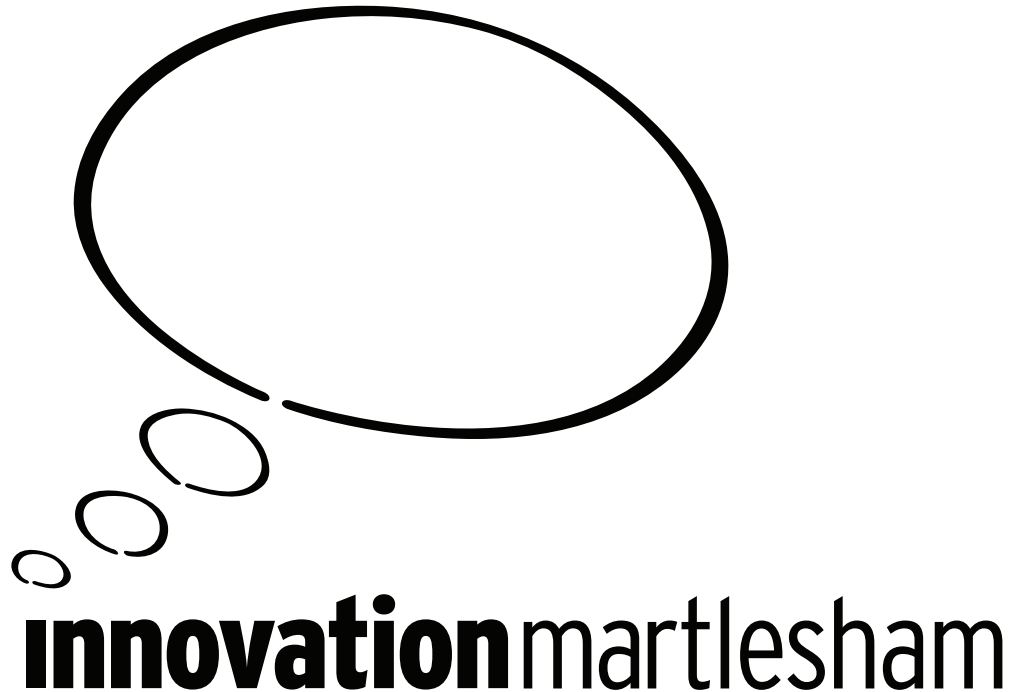
The logo consists of three elements:

- I. Logotype
- II. Backgroundproperty
- III. Message

I. LOGOTYPE

The typography and illustration elements of the logo are black with a white layer sitting behind the bubbles. This forms the logotype but must always appear with a background. It is preferable that the logotype is paired with one of the colour blocks opposite, but for certain uses can appear with other backgrounds, such as; backlit areas (Ross Building) and photography (marketing material/brochures etc).

The typeface is Interstate in two weights Black Condensed and Light Condensed.



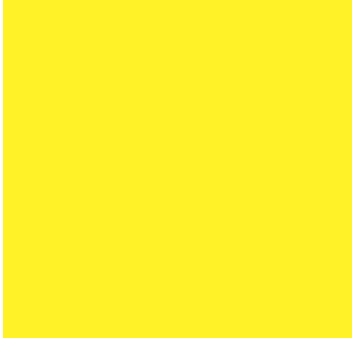
II. BACKGROUND PROPERTY

The logotype should always be used with a background property. In most instances this will be a solid colour, of which there are 3 specified alternatives blue, yellow and pink. When the background has to carry other typography a yellow property is preferred for legibility. The pink property should only be used when multiple logos and backgrounds are in use together i.e. banners.

The logotype must be surrounded by a minimum area of the background tint, this measurement is equivalent to the x-height of the typography



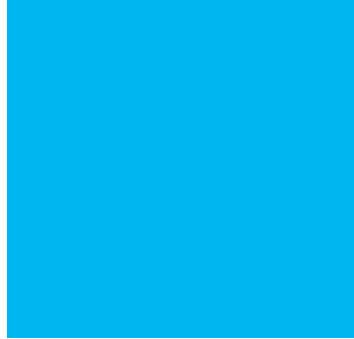
II. BACKGROUND PROPERTY: COLOURS



Yellow:

CMYK: 5M 100Y
RGB: R248/G232/B15
PANTONE: Yellow

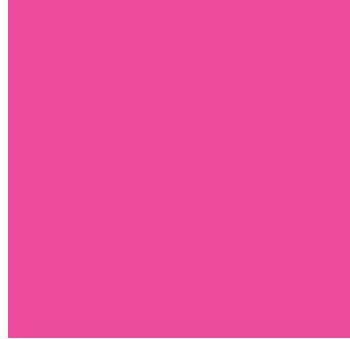
INTERNAL WALL PAINT:
Dulux Trade *Sunny Savannah 5*



Blue:

CMYK: 85C
RGB: R0/G186/B255
PANTONE: 306C

INTERNAL WALL PAINT:
Dulux Trade *Striking Cyan*



Pink

CMYK: 85M
RGB: R255/G0/B157
PANTONE: 85% Process Magenta

CROPPED LOGOS

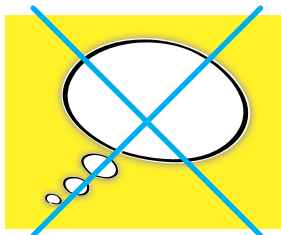
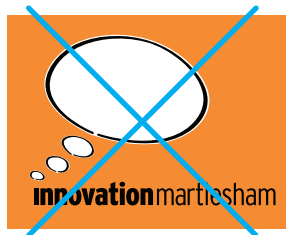
The logo can be cropped within its colour background property. This can be cropped on the right-side only, or right and top sides.

In both instances the minimum area of background is still required around the typographical element of the logo.



! DO NOT...

Use a different background colour, change colour of typography or add other design features to any element of the logo. Do not separate the bubbles from the text and always maintain the background property as a square or a rectangle.



LOGO ALTERNATIVES



H: 100mm



H: 15mm. minimum size for use only as subsidiary logotype



When colour is not available the background property should be substituted for a 30% tint of black



Reversed out logo for use on black backgrounds or background photography

III. THE MESSAGE

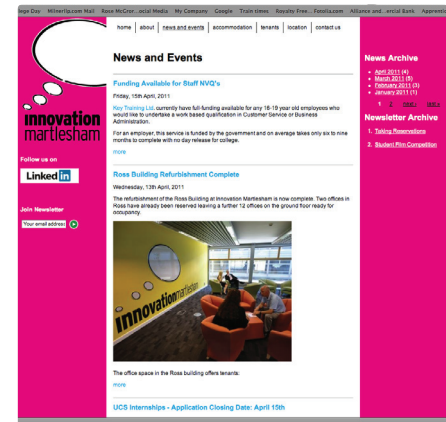
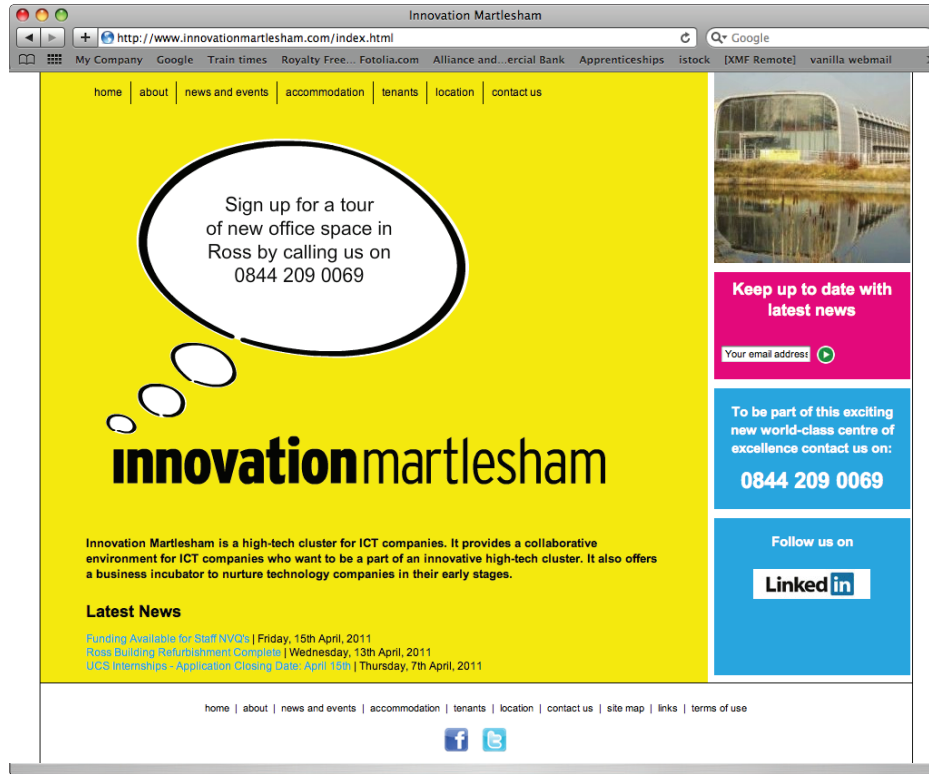
The main bubble provides ideal opportunities to incorporate a message.

The typography should be kept as simple as possible with plenty of white space surrounding. One or two-word messages are ideal, using all lowercase or all uppercase lettering. The use of '...', the ampersand and symbols is in keeping with the brand and extends the 'pop art' branding.

The brand typeface 'Interstate Light Condensed' must be used for the message. If unavailable (i.e. websites and email) Arial should be used as a replacement.

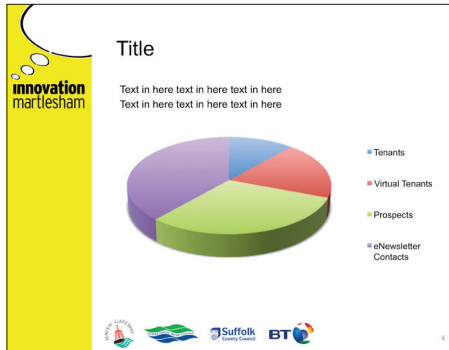


USE OF BRANDING: WEBSITE



The IM homepage features an animated sequence which has changing messages appearing inside the large bubble.

USE OF BRANDING: POWERPOINT PRESENTATIONS



innovationmartlesham

Title

Text in here text in here text in here

USE OF BRANDING: newsletter and email sign-off



newsletter

**innovation
martlesham**

In this issue

- Hello from Innovation Martlesham
- Ross Building Refurbishment Complete
- Arrange a Tour of Ross

In other news

Innovation Martlesham Holds Student Film Competition

This competition is open to anyone aged 18 or over and in full time education with an innovative idea. Entry films need to be inspirational, thought provoking and innovative.

The closing date to receive entries is 31 May 2011.

[Visit the Innovation Martlesham website for details.](#)

Connecting with Innovation Martlesham

Want more frequent updates about whats going on with Innovation Martlesham?

Follow on Twitter 

If you  Like Innovation Martlesham, check out the Facebook page

Wednesday 13 April

Hello from Innovation Martlesham

We are pleased to let you know that the refurbishment in the Ross building has been completed.

We would also like to remind you about the Student Film Competition. Deadline for student entries is May 31.

Please continue reading below for more information.

Ross Building Refurbishment Complete



The refurbishment of the Ross Building at [Innovation Martlesham](#) is now complete. Two offices in Ross have already been reserved leaving a further 12 offices on the ground floor ready for occupancy.

The office space in the Ross building offers tenants:

- * Modern building with fully furnished offices
- * Free access to a meeting room
- * High speed broadband access and wifi
- * Flexible unified data and voice solution
- * Kitchen and breakout area (shown in the picture above)
- * All costs of the Adastral Park reception and security services are included
- * All heating and electricity is included
- * All cleaning and building maintenance is included
- * On-site car parking for tenants and visitors is free
- * Access to the shared facilities of Adastral Park (eg. restaurant and gym)

Two person offices (145 sq. ft) start at £350/month + VAT (see picture below).

Arrange a Tour of Ross





David Ralph
Chairman of Steering Group
Innovation Martlesham

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T 0844 209 0069
E david.ralph@innovationmartlesham.com

STATIONERY: Letterhead and Continuation paper



Rosa Building, Adastral Park, Martlesham
Heath, Ipswich, Suffolk, IP5 3QJ, UK
T 0844 209 0069
W www.innovationmartlesham.com

[Recipient Name]
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear [Recipient Name],

I appreciate the time that you gave us during our visit last week. Your facility is impressive, and your staff seems remarkably committed and enthusiastic.

We'll talk again after you've completed your review of our training materials. I wanted to remind you that we can supply programmes to your various centres for less than £25 per employee. That represents an unusual combination of quality and economy.

Again, thanks for the meeting and the consideration. I'll call mid-month.

Sincerely,

[Your Name]
[Title]



STATIONERY: Press release



innovation
martlesham

PRESS RELEASE

Ross Building, Adastral Park, Martlesham Heath, Ipswich, Suffolk, IP5 3QU, UK ☎ 0844 239 0089 www.innovationmartlesham.com

STATIONERY



FRONT

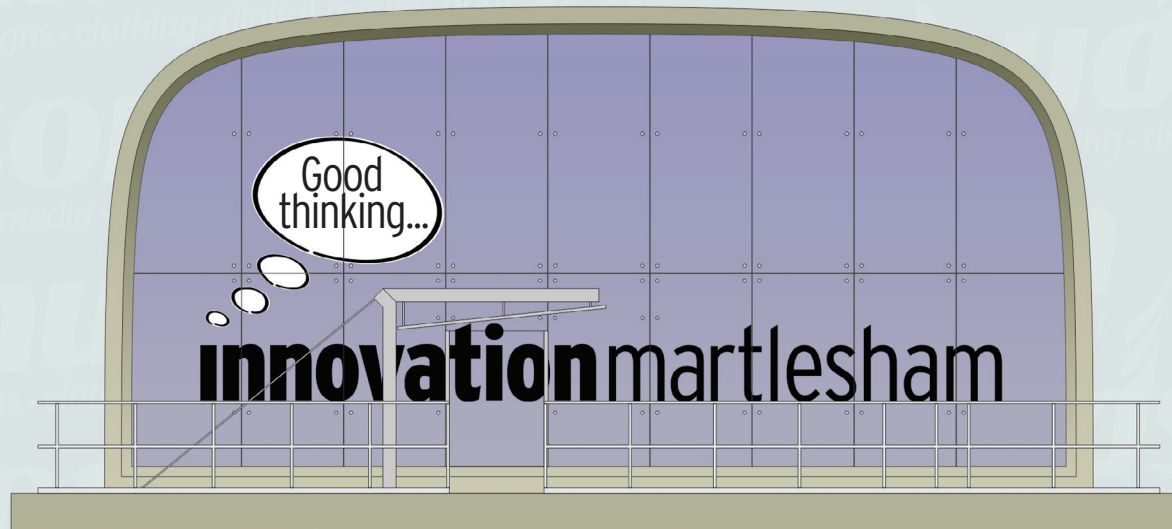


REVERSE

SIGNAGE

OPTION 1

VINYL GRAPHICS TO INSIDE OF GLAZING TO COVER ENTIRE FRONTAGE



This drawing and it's contents are © Hudson Group

We respectfully request that any vehicles are delivered clean and free from wax and polish and any contaminants such as road tar etc.
The nearest car wash is located at Beacon Hill Service Station. Any cleaning required outside of standard preparation will be charged at £15+vat.



SIGNAGE: internal doors and tenant board



GROUND FLOOR	
G1	Name of Company
G2	Company
G3	Name of Limited Liability Company
G4	Name of Company
G5	Company Ltd
G6	Name of Company
G7	Company
G8	Name Ltd
G9	Name of Company
G10	Name Ltd
G11	Company Ltd
G12	Name of Company
G13	Name of Limited Liability Company
G14	Company Ltd
G15	Name Ltd
FIRST FLOOR	
F1	Associated Partnership
F2	Company Ltd
F3	Name Ltd
F4	Name Ltd
F5	Name of Limited Liability Company
F6	Name Ltd

SIGNAGE: banner



Brilliant!

innovationmartlesham

Open for innovators

New offices available

from £350 pcm incl. services and high speed broadband

Call **0844 209 0069** or
email **holly.jackson@carterjonas.co.uk** for details

POTENTIAL USE OF BRANDING: film competition posters



PHOTOGRAPHY

A small image library of photographs has been established for Innovation Martlesham and should be used where possible. Other suitable images may be sourced from commercial image libraries.

Any new image should fit in with the established themes of the brand: be bright, modern, colourful and avoiding clichéd corporate imagery.

Further photography will be added to the image library when approved by the IM management and BT.





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