

Brand guidelines Design principles 2015-2016

inspire brilliance 

inspire brilliance

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Our brand

Brand positioning statement

“ETS is a trusted HR partner to the world’s leading companies. Our consultancy and technology services range from simple, effective products through to unique, bespoke solutions.

These include 360-degree feedback, employee surveys, talent measurement, performance and training programmes. Simply, we create the ‘best fit’ answer to deliver your ideal world.”

Our brand positioning explained

ETS is a trusted HR partner to the world’s leading companies.

Our consultancy and technology services range from simple, effective products through to unique, bespoke programmes.

These include 360-degree feedback, employee survey, performance and training.

Simply, we create the ‘best fit’ answer to deliver your ideal world.

What this means

..... This references our experience with leading companies in order to build our credibility and reassure prospective clients over our reputation and expertise.

..... This demonstrates the breadth of our product and service offering by explaining that we can do a simple off the shelf workshop or a hugely complex, entirely bespoke system. Or anything in between.

..... While not intended to be an exhaustive list, this helps people to see quickly the kind of products and services we offer.

..... This delivers the flexibility message - we’ll give them exactly what they want and need – something that best fits their requirements and budget and is their ‘ideal world’.

Our brand

Our strapline

Our strapline at ETS is 'inspire brilliance.'

What this means to us is:

Every employee realising their potential, becoming the best and brightest they can be. Because when your people shine, your business does too.



inspire brilliance 

Our brand

Our copy and tone of voice

Guidelines

- Use simple, jargon-free and straight-talking language.
- Conversational, human-sounding but not over-familiar – typically use “we”, “our” and “us” rather than “ETS” in copy.
- Authoritative and not shy about being prescriptive.
- Use short, punchy sentences and fewer words.
- Use customer-focused language – emphasising the value for ‘you’ the HR professional and ‘your organisation’.
- Avoid salesy tone or language.
- Avoid slang and cliché.
- Above all, aim to sound distinctive!

Tone of voice example

The copy below is an example of how our tone of voice should be used.

Example copy

Many of the world’s leading businesses like Pepsico, RBS, Tesco and Vodafone trust our consultancy and technology services. We work with you to understand your needs and provide a ‘best fit’ solution. This could be anything from a quick and simple survey to a bespoke and complex 360 feedback programme. What drives us is creating an ideal world for your business.

Our brand

Copyright and legal identity

Guidelines

ETS should assert its copyright on all material that is for external use.

There are two forms that the copyright notice should take, with the first one being preferable:

© 2015 Expert Training Systems plc

Or

© 2015 ETS

Essential tips

- ✓ The copyright notice should be small so as not to distract the reader from the item.
- ✓ The short version should be used on small items or items where there is very limited space for the copyright notice.
- ✗ Never refer to ETS plc as this is the legal name of a different business.



© 2015 Expert Training Systems plc

Copyright should always be positioned on the right hand side of any footer

Our logo

Master logo with tagline

The ETS master logo with tagline is the primary logo to be used on all material. An exception to this rule is when the logo will be displayed small and the tagline becomes unclear or the logo is to be used on client products. In such instances, the master logo without tagline can be used.

Essential tips

- ✓ It must always be reproduced from the master artwork.
- ✓ Always keep 50% of the logo height in space around the logo.
- ✓ The logo should be approximately 20% in size relative to the width of the document.
Example (If the document is A4 and 210mm wide the logo would be 42mm wide).
- ✗ The logo should never be used at less than 35mm wide.
- ✗ Never distort or re-shape the logo in any way.
- ✗ Never use the logo in mid sentence.
- ✗ Never over use the logo.



Our logo

Master logo without tagline

This logo is to be used only when the master logo can not be used due to size restrictions or for client facing products.

Essential tips

- ✓ It must always be reproduced from the master artwork.
- ✓ Always keep 50% the logo height in space around the logo.
- ✓ The logo should be approximately 20% in size relative to the width of the document. Example (If the document is A4 and 210mm wide the logo would be 42mm wide).
- ✗ The logo should never be used at less than 35mm wide.
- ✗ Never distort or re-shape the logo in any way.
- ✗ Never use the logo in mid sentence.
- ✗ Never over use the logo.
- ✗ Never try to recreate the logo using a font.



Our logo

White with gradient

White with gradient versions of both the master logo and logo with tagline are available for use in place of full colour versions.

Essential tips

- ✓ White with gradient versions can be used where appropriate.

The best version to use will be determined by the area of the image over which the logo is to be placed.

Please ensure that the image is not too complex and that the logo is visually prominent within the area of reproduction.



Our logo

Black & white out

Black and white out versions of both the master logo with tagline the master logo are available for use in place of colour versions.

Essential tips

- ✓ Black and white out versions can be used over imagery.

The best version to use will be determined by the area of the image over which the logo is to be placed.

Please ensure that the image is not too complex and that the logo is visually prominent within the area of reproduction.

- ✓ Use the black master logo without taglines on client-facing products so as not to distract the user from the product.



Our logo

Prohibited use of the logo

- ✘ Never distort or re-shape the logo in any way.
- ✘ Never change the colours.
- ✘ Never distort or re-shape the logo and tagline in any way.
- ✘ Never try to recreate the logo using a font.
- ✘ Never use the logo in mid sentence.



Logo positioning & usage

Print

For printed materials, the preferred logo position is the upper right-hand corner. If this is not possible, the alternative is to position the logo in the bottom right corner.

In some cases, this may not be appropriate. Always refer to the design templates and consider the other design elements to help decide the most appropriate positioning.

Essential tips

- ✓ The logo should be used relative to the material it is being used on but a basic guide would be to use no less than the master logo with tagline at 35mm wide and 20mm high.
- ✓ Ensure that the logo is positioned at least half (50%) of its own height from both edges of the page.



Logo positioning & usage

Digital

As with print, we would like to keep the logo position in the top right hand corner on all digital campaigns and advertising.

In some cases, this may not be appropriate. Always refer to the design templates and consider the other design elements to help decide the most appropriate positioning.

Essential tips

- ✓ Try to ensure that the logo is positioned at least 50% it's own height from both edges of the page and a minimum of 150px wide.
- ✗ Do not have less than 10px of space between the logo and the edge of the element.



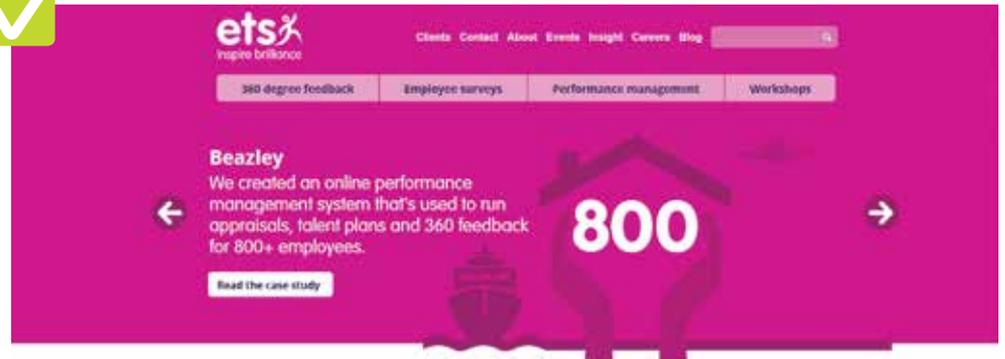
Logo positioning & usage

Web

The preferred logo position is the upper left-hand corner as web standards imply that this is automatically viewed first and is most often positioned for branding on websites.

Essential tips

- ✓ Ensure that the logo is positioned at least 10px height from the edge of the top of the page (hero image).



Colours

Primary colour palette

Colour is fundamental to brand recognition. It is important to use our corporate colours in every communication. Our core corporate colours must be reproduced accurately.

Essential tips

- ✓ The colour specifications provided in these guidelines are for reference only. We advise you to obtain colour proofs of printed materials in order to check the colours.



ETS Gradient
PANTONE 380c
CMYK 29c 0m 100y 0k
RGB 193r 216g 47b
HREF #c1d82f
Right to left 100% - 60%
Angle -107°



ETS Blue
PANTONE 2955c
CMYK 100c 55m 0y 55k
RGB 0r 55g 103b
HREF #003767



ETS Green
PANTONE 380c
CMYK 29c 0m 100y 0k
RGB 193r 216g 47b
HREF #c1d82f



ETS Light green
PANTONE 379c
CMYK 19c 0m 76y 0k
RGB 215r 226g 101b
HREF #d7e265



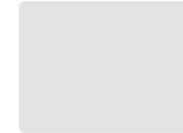
ETS Dark green
PANTONE 7491c
CMYK 54c 33m 95y 12k
RGB 116r 131g 54b
HREF #748336



ETS Light grey
PANTONE 443c
CMYK 17c 0m 9y 36k
RGB 145r 165g 165b
HREF #91a5a5



ETS Dark grey
PANTONE 425c
CMYK 0c 0m 0y 80k
RGB 88r 89g 91b
HREF #58595b



ETS Box grey
PANTONE 663c
CMYK 0c 0m 0y 12k
RGB 226r 227g 228b
HREF #e2e3e4



ETS Light blue
PANTONE 640c
CMYK 100c 0m 16y 9k
RGB 0r 142g 204b
HREF #008ecc



ETS Yellow
PANTONE 3945c
CMYK 6c 0m 100y 0k
RGB 247r 236g 0b
HREF #f7ec00



ETS Turquoise
PANTONE 337c
CMYK 47c 0m 32y 0k
RGB 134r 206g 188b
HREF #86cebc



ETS Red
PANTONE 1795c
CMYK 15c 100m 100y 0k
RGB 210r 35g 42b
HREF #d2232a



ETS Purple
CMYK 74c 93m 0y 0k
RGB 101r 58g 150b
HREF #653a96



ETS Orange
CMYK 0c 80m 95y 0k
RGB 240r 90g 40b
HREF #f05a28



ETS Pink
CMYK 10c 100m 50y 0k
RGB 217r 27g 91b
HREF #d91b5b



ETS Gold
CMYK 20c 40m 96y 7k
RGB 194r 146g 45b
HREF #c2922d



ETS Brown
CMYK 29c 71m 73y 36k
RGB 130r 70g 55b
HREF #824637

Colours

Secondary pastel palette

Colour is fundamental to brand recognition. It is important to use our corporate colours in every communication. Our core corporate colours must be reproduced accurately.

Essential tips

- ✓ The usage of pastel colours are generally to be used to compliment the primary colours.



ETS Blue pastel
CMYK 73c 41m 18y 1k
RGB 79r 131g 170b
HREF #4f83aa



ETS Green pastel
CMYK 18c 0m 91y 0k
RGB 217r 225g 59b
HREF #d9e13b



ETS Light green pastel
CMYK 9c 0m 56y 0k
RGB 236r 236g 142b
HREF #ecec8e



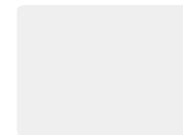
ETS Dark green pastel
CMYK 41c 25m 80y 3k
RGB 157r 162g 87b
HREF #9da257



ETS Light grey pastel
CMYK 28c 10m 18y 0k
RGB 182 205g 203b
HREF #b6cddb



ETS Dark grey pastel
CMYK 0c 0m 0y 50k
RGB 147r 149g 151b
HREF #939597



ETS Box grey pastel
CMYK 0c 0m 0y 6k
RGB 238r 239g 240b
HREF #eefeff



ETS Light blue pastel
PANTONE 640c
CMYK 48c 0m 7y 0k
RGB 120r 207g 230b
HREF #78cfe6



ETS Yellow pastel
CMYK 2c 0m 45y 0k
RGB 253r 245g 164b
HREF #fdf5a4



ETS Turquoise pastel
CMYK 33c 0m 23y 0k
RGB 169r 218g 204b
HREF #a9dacc



ETS Red pastel
CMYK 0c 96m 85y 0k
RGB 238r 43g 53b
HREF #ee2b35



ETS Purple pastel
CMYK 55c 66m 0y 0k
RGB 130r 104g 173b
HREF #8268ad



ETS Orange pastel
CMYK 0c 50m 47y 0k
RGB 246r 151g 125b
HREF #f6977d



ETS Pink pastel
CMYK 0c 36m 0y 0k
RGB 246r 180g 209b
HREF #f6b4d1



ETS Gold pastel
CMYK 2c 20m 94y 0k
RGB 250r 200g 37b
HREF #fac825



ETS Brown pastel
CMYK 37c 56m 53y 11k
RGB 152r 112g 104b
HREF #987068

Colours

Secondary metallic palette

Colour is fundamental to brand recognition. It is important to use our corporate colours in every communication. Our core corporate colours must be reproduced accurately.

Essential tips

- ✓ The usage of metallic colours are generally to be used to compliment the primary colours.



ETS Blue metallic
CMYK 100c 55m 0y 85k
RGB 0r 14g 55b
HREF #000e37



ETS Green metallic
CMYK 29c 0m 100y 30k
RGB 141r 161g 33b
HREF #8da121



ETS Light green metallic
CMYK 19c 0m 76y 15k
RGB 185r 196g 88b
HREF #b9c458



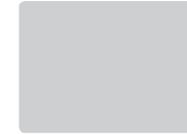
ETS Dark green metallic
CMYK 63c 51m 91y 49k
RGB 68r 71g 36b
HREF #444724



ETS Light grey metallic
CMYK 17c 0m 9y 66k
RGB 95r 110g 110b
HREF #5f6e6e



ETS Dark grey metallic
CMYK 0c 0m 0y 95k
RGB 50r 49g 50b
HREF #323132



ETS Box grey metallic
CMYK 0c 0m 0y 22k
RGB 204r 206g 208b
HREF #ccced0



ETS Light blue metallic
CMYK 100c 0m 16y 35k
RGB 0r 124g 152b
HREF #007c98



ETS Yellow metallic
CMYK 6c 0m 100y 10k
RGB 223r 213g 1b
HREF #dfd501



ETS Turquoise metallic
CMYK 47c 0m 32y 15k
RGB 116r 180g 164b
HREF #74b4a4



ETS Red metallic
CMYK 15c 100m 100y 25k
RGB 164r 24g 28b
HREF #a4181c



ETS Purple metallic
CMYK 89c 100m 31y 23k
RGB 60r 34g 94b
HREF #3c225e



ETS Orange metallic
CMYK 0c 80m 95y 15k
RGB 208r 78g 34b
HREF #d04e22



ETS Pink metallic
CMYK 38c 98m 47y 22k
RGB 137r 31g 79b
HREF #891f4f



ETS Gold metallic
CMYK 25c 43m 65y 17k
RGB 194r 146g 45b
HREF #a6805a



ETS Brown metallic
CMYK 46c 74m 74y 61k
RGB 76r 41g 34b
HREF #4c2922

Fonts

Print

Careful and creative use of fonts can help both the effectiveness and the impact of the message. Consistent use of our corporate fonts will help to reinforce the brand.

Primary font

Open Sans helps to represent our communications in a modern, clear and friendly style.

NOTE: Calibri may be used as an alternative primary font if Open Sans is not available.

Secondary font

Calibri is the default secondary body and header font.

NOTE: Arial maybe used as an alternative font if Calibri is not available.

Open Sans (primary font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Weights and styles

Open Sans Light *(Italic)*

Open San Regular *(Italic)*

Extra Open San Bold *(Italic)*

Open Sans SemiBold *(Italic)*

Open San Bold *(Italic)*

Calibri (secondary font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Weights and styles

Calibri Light *(Italic)*

Calibri Regular *(Italic)*

Calibri Bold *(Italic)*

Fonts

Digital

With digital campaigns, there are a variety of options when choosing ways to deliver the campaign. We would advise following these simple rules below to keep font consistency.

Primary font

Open Sans (for digital advertising such as MPU, leaderboards or skyscraper adverts, images for HTML emails or within any software which can host this font (i.e. Flash).

NOTE: Calibri may be used as an alternative primary font if Open Sans is not available.

Secondary font

Calibri is the default body and header font for all HTML based headers and copy. The rules for typography settings can be followed in the typography section of this guide.

Open Sans (primary font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Weights and styles

Open Sans Light (*Italic*)

Open San Regular (*Italic*)

Extra Open San Bold (*Italic*)

Open Sans SemiBold (*Italic*)

Open San Bold (*Italic*)

Calibri (secondary font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Weights and styles

Calibri Light (*Italic*)

Calibri Regular (*Italic*)

Calibri Bold (*Italic*)

Fonts

Web

Web fonts can be hosted by a third party or embedded within the back end of the website so brand fonts apply within the HTML/CSS.

Primary font

Open Sans helps to represent our communications in a modern, clear and friendly style.

NOTE: Calibri may be used as an alternative primary font if Open Sans is not available.

Secondary font

Calibri is used for all other areas within HTML code.

NOTE: The font selection in order is Calibri, Arial, Helvetica, Tahoma, Verdana.

Open Sans (primary font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Weights and styles

Open Sans Light *(Italic)*

Open Sans Regular *(Italic)*

Extra Open Sans Bold *(Italic)*

Open Sans SemiBold *(Italic)*

Open Sans Bold *(Italic)*

Calibri (secondary font)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Weights and styles

Calibri Light *(Italic)*

Calibri Regular *(Italic)*

Calibri Bold *(Italic)*

Fonts

Microsoft Office

When using Microsoft Office programmes to create documents, we have substituted Open Sans with Calibri due to consistency issues with Open Sans.

Primary font

Calibri helps to represent our brand style as we have issues with Open Sans.

Secondary font

Arial should only be used if for some reason Calibri is not available.

Calibri (primary font)

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Weights and styles

Calibri Light (*Italic*)

Calibri Regular (*Italic*)

Calibri Bold (*Italic*)

Arial (secondary font)

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Weights and styles

Arial Regular (*Italic*)

Arial Bold (*Italic*)

Typography

Print

We have certain rules when creating type/copy for any material for ETS. The rules below apply to print campaigns, be it advertising, marketing, presentations or a bespoke piece of work.

Essential tips

- ✔ All copy is sentence case.
- ✔ All headings are in Open Sans Bold. Refer to typography styles in the guide for colour references. On a dark background, the heading should be in white.
- ✔ The relative size of the headings moves down two point sizes with each lower heading style.
- ✔ All headings must have at least one line break height between the heading and the copy below.
- ✔ Headers can be used stacked or on the same line to create sub headings.
- ✔ All copy must be in Open Sans Regular and ETS Dark Grey unless on a dark background when it should be in ETS Light Grey.
- ✔ All words that need to be highlighted are in ETS Green, uppercase and bold.
- ✔ All bullet points and numbers are in ETS Light Blue.
- ✔ For a contents section, use H3 style for headings and ETS body copy for content (the header should be 3 points larger than the body). For page numbering, bold the font.
- ✔ Contact and social media details should always have a header description and the content in body font style with icons (refer to icons section) for each item. The details should be left aligned and positioned above the footer. Examples and icons can be found in the relevant templates folders.
- ✘ Do not have multiple styles and headings regardless of the content.
- ✘ Do not use capital casing unless it is appropriate or for legal matters.
- ✘ Do not use different colours or font styles to those stipulated in this guide.

Typography

Digital

We have certain rules when creating type/copy for any material for ETS. The rules below apply to print campaigns, be it advertising, marketing, presentations or a bespoke piece of work.

Essential tips

- ✓ All copy is sentence case.
- ✓ All titles and headings in images must be in Open Sans Bold.
- ✓ HTML headings must be in Calibri and are 2 points/sizes smaller than the previous heading size. Refer to typography styles in the guide for colour references. On a dark background the heading should be in white.
- ✓ All HTML copy must not be below 11px in size and Calibri in ETS Dark Grey.
- ✓ All body copy on a dark background must be in ETS Light Grey.
- ✓ All words that need to be highlighted are in the ETS Green.
- ✓ All bullet points are standard HTML bullets in ETS Dark Grey.
- ✓ All links are in ETS Light Blue.
- ✗ Do over-use headings or bold font in the content.
- ✗ Do not use capital casing unless it is appropriate or for legal matters.
- ✗ Do not use different colours for links

Typography

Web

We have certain rules when creating type/copy for any material for ETS. The rules below apply to print campaigns, be it advertising, marketing, presentations or a bespoke piece of work.

Essential tips

- ✓ All copy is sentence case.
- ✓ All heading, copy and content styles are generated by the CMS (CSS) styles sheets for the website.
- ✓ Please keep the amount of headings, links and bolding fonts to a relative minimum. Do not overuse different style options.
- ✗ Do not have multiple headings regardless of the content.
- ✗ Do not use capital casing unless it is appropriate or for legal matters.
- ✗ Do not over use type styles (i.e. quotes, case studies, bullet lists and numbered lists).

Typography

Styles

The examples opposite apply to the majority of content created for ETS. However, some rules cannot be followed when working with HTML or Microsoft Office. Please refer to the font guidelines in previous pages for guidance.

For styles of text boxes, refer to the content box section of this guide.

All text should be left aligned except in tables.

As a general rule, the leading on all copy should be at least 2 points more than the font size. i.e. The body font in this guide is 9pt, the leading is set to 11pt.

Title & H1
Open Sans Bold

Introduction
Open Sans SemiBold

Headings
Open Sans Bold

Tagline
VAG Rounded BT

Body
Open Sans Regular

Caption
Open Sans Light

Quote
Open Sans Italic

Bullet & number style
Open Sans Regular

Contents
Open Sans Bold, Semibold and Regular

Title

Dolor sit amet, ad tota sententiae honestatis pri, vide fastidii voluptaria has eu. Eos consequat interesset ex, ea pri debitis lobortis.

Lorem ipsum
Lorem ipsum
Lorem ipsum

Inspire brilliance

Nec etiam dicunt contentiones ei. Has magna habeo ne, nec ex iudico dicunt dolores.

Nec etiam dicunt contentiones ei. Has magna habeo ne, nec ex iudico dicunt dolores.

*Nec etiam dicunt contentiones ei. Has magna habeo ne, nec ex iudico dicunt dolores. **Name Surname***

- Dolor sit amet, ad tota sententiae.
1. Has magna habeo ne, nec ex iudico dicunt dolores.

Lorem ipsum
1 Page name

Typography

Microsoft Office styles

The examples opposite apply to the design of projects using Microsoft Office and Calibri as the brand font.

For styles of text boxes, refer to the content box section of this guide.

All text should be left aligned except in tables.

As a general rule, the leading on all copy should be at least 2 points more than the font size. i.e. The body font in this guide is 9pt, the leading is set to 11pt.

An exception to this would be with the H4 header as using this for essential tips and for lists we have set the leading at 4pt higher than the font size for suitable spacing for the content below.

Title & H1
Calibri Bold (condensed 1pt)

Introduction
Calibri Bold

Headings
Calibri Bold (condensed 1pt)

Body
Calibri Regular

Caption
Calibri Regular

Quote
Calibri Italic

Bullet & number style
Calibri Regular

Contents
Calibri Bold and Regular

Title

Dolor sit amet, ad tota sententiae honestatis pri, vide fastidii voluptaria has eu. Eos consequat interesset ex, ea pri debitis lobortis.

Lorem ipsum
Lorem ipsum
Lorem ipsum

Nec etiam dicunt contentiones ei. Has magna habeo ne, nec ex iudico dicunt dolores.

Nec etiam dicunt contentiones ei. Has magna habeo ne, nec ex iudico dicunt dolores.

*Nec etiam dicunt contentiones ei. Has magna habeo ne, nec ex iudico dicunt dolores. **Name Surname***

- Dolor sit amet, ad tota sententiae.
1. Has magna habeo ne, nec ex iudico dicunt dolores.

Lorem ipsum
1 Page name

Icons & symbols

ETS icons

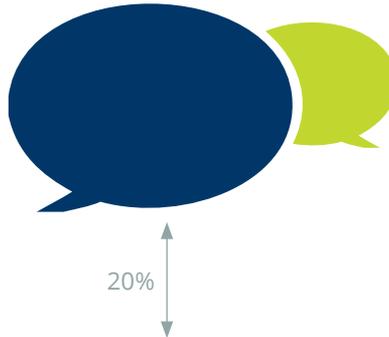
There are four main product icons for ETS, each representing a service or product. Along with this there is also the ETS running man which features in the logo and also on the footer. Simple rules apply when using these symbols.

Essential tips

- ✓ The icons must be clear and visible when used. The minimum size for print is to set the height at 10mm or width to 40mm. For online, use a limit of 10px X 100px.
- ✓ To vertically align the icons, use the symbol in the icon, and centre these.
- ✓ The running man should always have the green gradient unless used in the logo, as previously shown.
- ✓ The running man is used on a white background or the ETS Blue background.



Centrally aligned



Product icons such as this SHIFT icon should always have 20% space around them and can be positioned to the edge of the page outside of the copy margins.



Icons & symbols

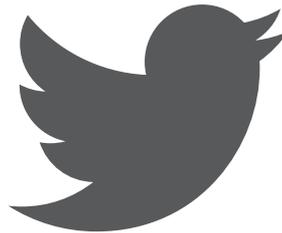
Social media icons and usage

The social media icons are used on a variety of media, from print flyers to HTML emails and of course the website. Here are the styles for the icons.

Essential tips

- ✓ All social media icons must be in ETS Dark Grey for print, digital, Microsoft Office and web products and campaigns.
- ✓ The roll over option for digital and web social media icons is to have them turn to ETS Light Grey.

These social media icons are to be used in any print, digital or Microsoft Office campaign or presentation. To download the icons as eps vector files, please refer to the back of this guide in contacts and useful information.



Twitter



LinkedIn



You Tube



Facebook



Google+



Slideshare

Expert Training Systems plc 2014



For all design where the icons appear on a dark background, (excluding the ETS website) social media icons should be in a white circle with a ETS Light Grey hover positioned on the right hand side opposite the copyright strapline.

Icons & symbols

Symbols and usage

There are a number of bespoke symbols used within the print, digital and web products and campaigns. Many of these are featured in the templates and client proposals.

All elements can be found in the icons folder.

Essential tips

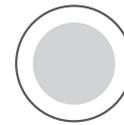
- ✓ The ticks and crosses are to be used for presentations and proposals only.
- ✓ The icons are used as images, not bullet points.
- ✓ Icons are only to be created in the following colours. ETS Blue, Light Blue, Green and Dark Grey.



Cross



Tick



Radio button off



Radio button on



Arrow



Stopwatch



Note



Email



Case studies



Phone

Steps 1 to 6



Headers & footers

Print

The preferred ETS header and footer is a friendly, welcoming graphic that sits across all products. We do, however, have some exceptions depending on the material and product, as highlighted on this page.

Essential tips

- ✓ The header will consist of the ETS master logo with tagline positioned on brand with the product icon (if applicable) along with the headline and subheadline aligned to the left under the product icon.
- ✓ The footer will always have bleed in print material and a clear level up to the top of the tagline. If the company registered trade mark and website need to be added the footer will require a ETS Dark Green strip at the bottom with a trade mark positioned to the right and the website positioned on the left-hand side, as shown opposite with the website in Open Sans Bold and the trademark in Open Sans Regular, both in white.



Free manager workshop: how to have 'difficult' feedback conversations

Above: The header for an A5 flyer

Below: the footer for an A5 Flyer, copyright in white and Opens Sans Bold (Calibri Bold for Microsoft Office).

Clear space below this line



Headers & footers

Digital

The ETS headers and footers vary from product to product with digital campaigns. Follow the essential tips below for guidance.

Essential tips

- ✓ HTML emails have the ETS footer strip in ETS Green and the header is created using the ETS master logo (refer to logo positioning in the guide) along with an icon which represents the product (refer to icons and symbols).
- ✓ Digital advertising, MPU, leaderboards and skyscrapers all have the ETS dark green strip as the footer due to lack of room for the rolling green.



The digital footer needs to be in the ETS Dark Green and just as a strip with the social media logos positioned to the right and the copyright information on the left with padding to keep the elements centralised within the strip. The social media logos can have a roll over using the ETS light grey for effect.

Headers & footers

Web

The preferred ETS header (hero banner) and footer are both friendly and welcoming. The footer remains constant whilst the header is only on the homepage.

Essential tips

- ✓ ETS website headers are created as a vector image comprising 4-5 elements in 4-5 different shades of one colour as shown opposite. The header must be 3000px wide and the artwork is right aligned in a central area of 1550px to fit all browsers. For more information, refer to the illustrations section of this guide.
- ✓ The footer graphic will always remain the same as on the website and opposite.



Content boxes

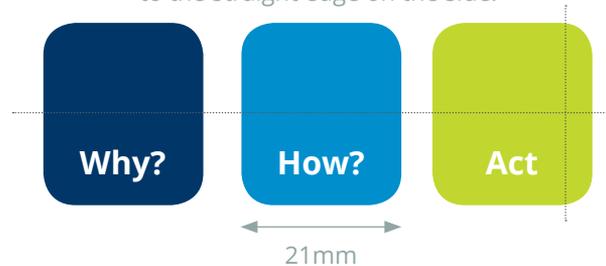
Print

There are a number of styles to use in content boxes. All boxes feature rounded corners and have Open Sans as the body font.

Essential tips

- ✓ The page tabs for print material are mainly used when the product has a number of different sections, these can be used in both a horizontal or vertical position.
- ✓ The content boxes are generally used to highlight some information, to have some contact details or a promotion separated from the body copy.
- ✓ Content boxes can be in either ETS Light Blue with a white Open Sans Regular font or in Light Grey with a ETS Blue Open Sans Regular font.
- ✓ Content boxes must have a minimum padding of 3mm around all edges of copy.

Page tabs with cut off bleed at half the height or to the straight edge on the side.



How to guide

previous workshops indicates that over 90% of managers feel more confident about giving feedback and, on average, they are 48% more effective at giving difficult feedback after the session.

Information box has ETS blue heading style with and icon and 5mm of indent with a baseline shift of 5pt and the body copy is ETS grey.

3mm of padding between the copy box and the content box

Feedback from previous workshops indicates that over 90% of managers feel more confident about giving feedback and, on average, they are 48% more effective at giving difficult feedback after the session.

If this workshop offer is of interest or if you'd like more details, please call us on +44 (0) 1932 222700 to speak with one of our client managers.

Content boxes

Digital

There are a number of styles to use in content boxes. All boxes feature square corners and have Calibri as the body font.

Essential tips

- ✓ The content boxes are generally used to highlight some information, to have some contact details or a promotion separated from the body copy.
- ✓ Content boxes can be in either ETS Light Blue with a white Open Sans Regular font or in Light Grey with a ETS Blue Open Sans Regular font.
- ✓ Content boxes must have a minimum padding of 5px around all edges of copy.



The image shows a digital content box for ETS. At the top left is a logo with two speech bubbles (one blue, one green). At the top right is the ETS logo. The main heading is "Free manager workshop: how to have 'difficult' feedback conversations". Below this, there are three columns of text. The first column describes ETS as a leading HR consultancy offering a free workshop to 1,000+ employees. The second column states that ETS develops thousands of managers for organizations like ITV, Tesco, and RBS. The third column, which is highlighted in a light grey box, says: "Feedback from previous workshops indicates that over 90% of managers feel more confident about giving feedback and, on average, they are 48% more effective at giving difficult feedback after the session." Below this, there is a blue box with white text: "This is a great return for 90 minutes of their time." At the bottom, there is a dark blue button that says "Click here to book now". The footer contains the text "Expert Training Systems plc 2014" and social media icons for LinkedIn, Twitter, and Google+.

Feedback from previous workshops indicates that over 90% of managers feel more confident about giving feedback and, on average, they are 48% more effective at giving difficult feedback after the session.

If this workshop offer is of interest or if you'd like more details, please call us on +44 (0) 1932 222700 to speak with one of our client managers.

5px of padding between the copy box and the content box

Images

Illustration

ETS has a specific style when it comes to creating new icons or website hero banners and following these simple tips should help to keep the designs on brand.

Essential tips

- ✓ Icons are designed in one ETS colour using white for detail. They are simple, clean and can be visible as very small additions to elements.
- ✓ The hero banners are made up of vector elements and should be based on one of the colours from the ETS palette. Using this as a basis, the remaining elements should be grouped into 4 or 5 different shades of the chosen ETS colour. We advise this effect is created by reducing the tone of the colour marginally.
- ✓ The exception is client hero banners on the ETS website, which should use a client brand colour.

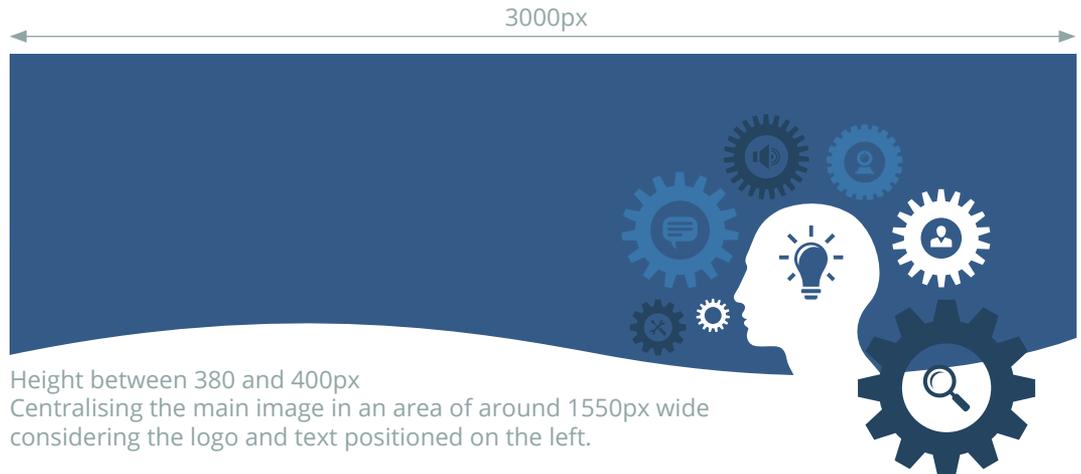


The icons are clean and use white to illustrate detail.



The ETS running man is the only illustration to use the ETS gradient.

All homepage heroes are made up of vectors ranging from 4-5 different shades of a colour (usually based on a colour from the ETS palette) and must be set to the delivery size of 300px wide and 400px high.



Height between 380 and 400px
Centralising the main image in an area of around 1550px wide considering the logo and text positioned on the left.

Images

Photography

Imagery can play a vital role in helping to make communications more effective. Although illustration is the preferred choice of imagery for all ETS communications, photography can play an important role especially on the website.

Quality

Always insist on the highest quality of photography for use within ETS communications. Poor quality reproduction reflects badly on our corporate brand. File sizes and resolution levels are critical and must always be customised to suit individual applications.

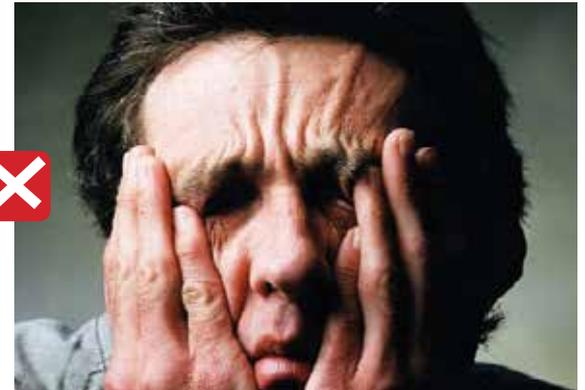
Sources

There are two main potential sources for photography:

- Commissioning
- Stock images

Essential tips

- ✓ Defining the best photography is not easy, but we can make better choices by considering a number of key criteria:
 - Is it relevant to the purpose of the communication?
 - Is it helping to make the communication more compelling or effective?
 - Does it reflect and reinforce the brand?
 - Is it of the highest technical quality?
- ✗ Do not use images of poor quality or with negative overtones.



Video

Formats

The video can be supplied in a number of web safe/standard formats just as uploading a video to YouTube or any web host.

- flv/.flv/.swf (Flash video)
- wmv (Windows Media Video)
- mpg/.mpeg (MPEG version 1)
- mp4 (MPEG version 4)
- mov (QuickTime)
- avi (Audio Video Interleaved)
- rm (Real Media)

Essential tips

- ✓ The logo is positioned top left for any interviews as this follows the website style.
- ✓ Use a light green gradient for the background of the video if possible.
- ✓ Use name captions on the screen with description in a solid green footer.
- ✓ Font style and colours, refer to typography guidelines.
- ✓ Videos open with white screen, client logo for case study videos or ETS logo for internal videos. Use ETS Dark Blue text on the white screen.



Contacts & useful information

Accounts and locations

<https://www.dropbox.com/home/ETSPLC>

Contact Details

ETS Director
John Southwell
john.southwell@etsplc.com

ETS Finance & marketing director
Brendan Hughes
brendan.hughes@etsplc.com

ETS Senior designer
Matthew Leech
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Printers & Log ins

Colourstream printers
Richard Allen
Richard@colourstream.com

Digital guidelines host
Yudu
<http://free.yudu.com/login>

Drop box login
<https://www.dropbox.com>
Username: matt.leech@etsplc.com
Password: Rembrandt1

Locations

Internal server location
P:\E\ETS\ETS Brand Guidelines 2014

Brand guidelines
<https://www.dropbox.com/home/ETSPLC>

Logos & icons
<https://www.dropbox.com/home/ETSPLC/Icons>

Fonts
<https://www.dropbox.com/home/ETSPLC/Fonts>

Images & illustrations
<https://www.dropbox.com/home/ETSPLC/images>

Templates
<https://www.dropbox.com/home/ETSPLC/Templates>



We hope you found the brand guidelines useful, feel free to get in touch



Call us on [+44 \(0\) 1932 222700](tel:+4401932222700)



Or e-mail us at info@etsplc.com



twitter.com/etsplc



www.linkedin.com



plus.google.com