Brand Guidelines

Introduction

The way in which we present all aspects of our company is critical. Therefore we have created these guidelines in order to achieve consistency across the business.

A.F. Blakemore is a diverse business that covers nine separate divisions across a wide geographical area. While it is important to recognise the individual identities and sectors served by each of these divisions it is also vital that a consistent identity is reflected across the group.

The Blakemore Way is a clear representation of the culture shared across A.F. Blakemore and it is important that this consistency is also reflected across divisional logos and branding material.

This guide has been developed to showcase how the A.F. Blakemore and its associated brands are to be used in all future marketing and communications.

The guide covers logo, colour, font and size usage. It is important that these are used correctly to allow the brand to build consistency and become instantly recognisable to staff, customers, trade partners and the communities we serve.

If you require any assistance or would like file copies of any logos shown please contact myself.

Paul Cowley
Head of Corporate Affairs

0121 568 2908
07967 220935
pcowley@afblakemore.com

Contents

Logo & Colour

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2 colours used in logo

Pantone: For use in spot colour jobs
CMYK: 4 colour process
RGB: Digital media

Pantone: Black 7 C
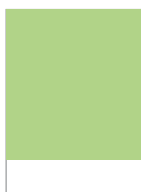CMYK: C 64   M 61   Y 65   K 54
RGB: R 62   G 57   B 53

Pantone: 376 c
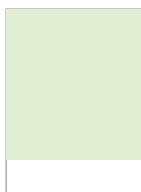CMYK: C 55   M 3   Y 100 K 0
RGB: R 129 G 188 B 0

Pantone: 376 c (60% tint)
CMYK: C 32   M 0   Y 70   K 0
RGB: R 183 G 215 B 117

Pantone: 376 c (20% tint)
CMYK: C 9   M 0   Y 22   K 0
RGB: R 232 G 241 B 209

Logos Supplied & Usage

Digital

File Name: AFB-Group-of-Companies-Logo_Small(RGB).jpg

Description: A small 72dpi file for use on digital media e.g. presentations and web

File Names: AFB-Group-of-Companies-Logo_Large(RGB).jpg

Description: A large 72dpi file for use on digital media e.g. presentations and web

Print

File Name: AFB-Group-of-Companies-Logo_Small(CMYK).jpg

Description: A small 300dpi file for use on printed material

File Name: AFB-Group-of-Companies-Logo_Large(CMYK).jpg

Description: A large 300dpi file for use on printed material

Logo Usage

It is preferred that the main logo be used wherever possible and to include all elements.

Minimum Size

It is important that all the text in the logo is legible which is why it is suggested the logo is never reproduced any smaller than the example shown here

Exclusion Zones

The logo should always appear with clear space around it to create maximum impact. The diagram below shows a minimum encroachment zone (**X**)

Preferred Typefaces

For Print

The following typefaces are to be used in marketing material and publications such as magazines, newsletters, catalogues etc.

Helvetica Neue 45 light - For use as main body text - Typical size 9pt

Helvetica Neue 55 regular - For use as secondary headings, quotations/emphasis within text and also on coloured backgrounds - Typical size 12pt

Helvetica Neue 75 bold - For use as primary headings

For Presentations and In House Material please use Calibri and Calibri Bold if Helvetica is unavailable on your system

Example:

The Blakemore Heritage

The success story of A.F. Blakemore & Son Ltd is phenomenal and illustrates the company's ability to innovate, adapt and embrace new ideas. Here are a few of the milestones that have taken place during the company's first 90-years:

- In the 1920s the company got its first taste of wholesaling when Arthur Blakemore decided to sell paper bags to other retailers.
- This paved the way for Frank Blakemore to embrace distribution in the late 1920s when the company bought a motor van and 2,500 sq ft distribution warehouse.
- Blakemore was one of the first companies involved in symbol group trading in the 1950s and opened some of the very first Cash & Carry depots in the UK in the 1960s.
- During the 1980s and early 1990s A.F. Blakemore demonstrated that it was way ahead of the major multiples in realising the potential of the convenience market.

Collective Logo

Logos Supplied & Usage

Digital

File Name: AFB-Group-of-Companies-Logo_With-Divisions(RGB).jpg

Description: A 72dpi file for use on digital media e.g. presentations and web

Print

File Name: AFB-Group-of-Companies-Logo_With-Divisions(CMYK).jpg

Description: A 300dpi file for use on printed material