

# 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.

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# Logo & Colour



Main



Secondary

## 2 colours used in logo

Pantone: For use in spot colour jobs

CMYK: 4 colour process

RGB: Digital media



Pantone: 187 c

CMYK: C 0 M 100 Y 79 K 20

RGB: R 196 G 18 B 48



Pantone: 2756 c

CMYK: C 100 M 100 Y 25 K 25

RGB: R 38 G 34 B 97



Pantone: 2756 c (80% tint)

CMYK: C 80 M 80 Y 20 K 20

RGB: R 71 G 65 B 117



Pantone: 2756 c (50% tint)

CMYK: C 50 M 50 Y 20 K 13

RGB: R 123 G 115 B 153

## Logos Supplied & Usage

### Digital

File Names: BM-Foodservice-Logo\_Small(RGB).jpg

BM-Foodservice-Logo\_Small(RGB)1colour.jpg



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

File Names: BM-Foodservice-Logo\_Large(RGB).jpg

BM-Foodservice-Logo\_Large(RGB)1colour.jpg



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

### Print

File Names: BM-Foodservice-Logo\_Small(CMYK).jpg

BM-Foodservice-Logo\_Small(CMYK)1colour.jpg



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

File Names: BM-Foodservice-Logo\_Large(CMYK).jpg

BM-Foodservice-Logo\_Large(CMYK)1colour.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.

# Stationery

## Business Card

If you require business cards please speak to Paul Cowley for artwork.



## Letterhead

PDF and a Word Template are supplied

File Names: BM-Foodservice\_Letterhead.pdf

Description: Print ready file

File Names: BM-Foodservice\_Letter-Template.docx

Description: A ready to use letter template with company header and footer



## Email Signature

Type: **Calibri 12pt Bold (R:196 G:18 B:48)**  
**Calibri 10pt Bold (R:38 G:34 B:97)**

Calibri 10pt (Black)

File Name: BM-Foodservice-Email-Logo.png

Description: File ready to be inserted into signature and made into a hyperlink

If you are unsure of how to set up your email signature or hyperlink images please see the guide inside the email signature folder

Alternatively if you visit the link below you can copy and paste the template straight into your email signature and add your details

<http://www.afblakemore.com/email-signatures/bm-foodservice.html>

**Your Name**  
**Your Job Title**

**blakemore**  
**..... foodservice**

A.F. Blakemore & Son Ltd  
Longacres Industrial Estate  
Rose Hill, Willenhall  
West Midlands  
WV13 2JP

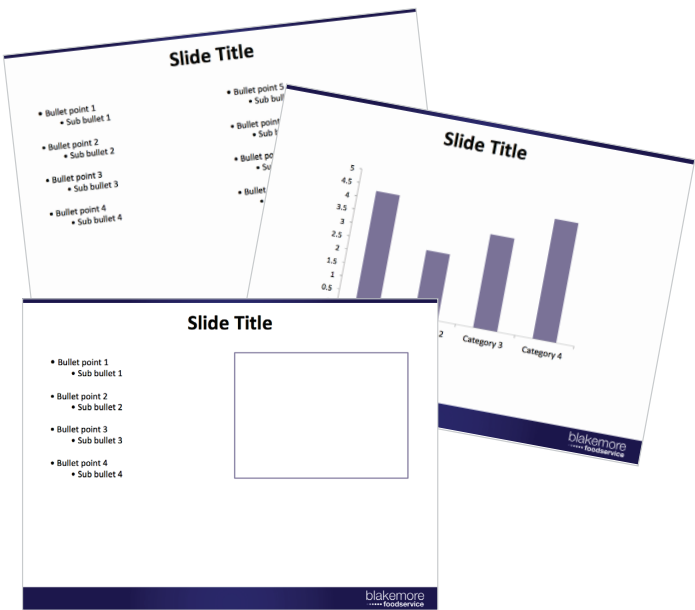
01234 567890  
name@afblakemore.com  
www.afblakemore.com

# Presentations

## Powerpoint Template

File Name: BM-Foodservice\_Presentation-Template\_Std.pptx  
Description: Ready to use slide template for a standard screen

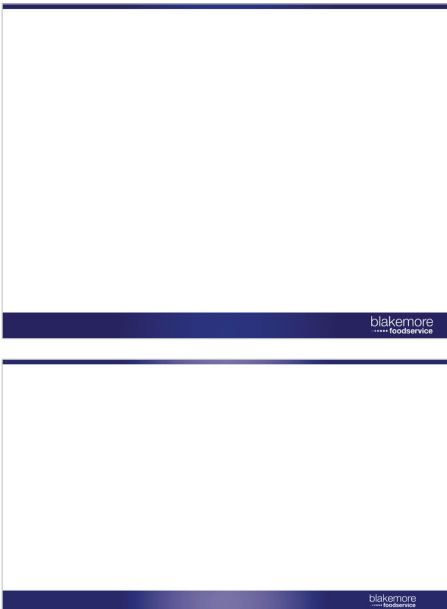
File Name: BM-Foodservice\_Presentation-Template\_Wide.pptx  
Description: Ready to use slide template for a wide screen



## Slide Background

File Name: BM-Foodservice\_Presentation-Slide\_Std.jpg  
Description: Slide background ready to be inserted into a standard screen presentation

File Name: BM-Foodservice\_Presentation-Slide\_Wide.jpg  
Description: Slide background ready to be inserted into a wide screen presentation



## Typefaces

Calibri Bold - For use as primary headings - Typical size 36pt

Calibri- For other text - Typical size 16pt

## Highlight Colours for Graphs & Tables



RGB:  
R 71  
G 65  
B 117



RGB:  
R 123  
G 115  
B 153

