

# Brand guidelines Wincanton plc



## BRAND ELEMENTS

### 3.5 Icons

Icons can be used as stand alone graphic devices to help emphasise an area of focus for a piece of communication. They can also be used within an illustration to help communicate a process or concept as shown in section 3.4 on page 20.

Our icons are linear and should be used in a colour from or reversed white out of a colour from the Wincanton colour palette.

**Please note:** For maximum communication value, icons should be used sparingly.

#### Icons as stand alone graphic devices



#### Icons helping to communicate facts and figures



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#### Icons communicating a process or concept



## BRAND ELEMENTS

### 3.7 Holding devices - wedge segment

In addition to full page application such as brochure covers, the wedge can be used as a segment in email footers and document headers. The same portrait proportion rules apply but the wedge is horizontally truncated to fit the design as shown in the examples. Templates are held by the marketing department.

**Please note:** When using the segmented wedge, please use the Wincanton logo at 88mm wide.



Example 1: Segmented wedge used in email footer with photographic background



Example 2: Segmented wedge used in email footer with Wincanton Blue 2 background



Example 3: Segmented wedge used in header for reports and documents in external communication

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## BRAND ELEMENTS

### 3.3 Colour palette

We have developed our own, bespoke palette of corporate colours. They are to be used across its entire brand communications to help create consistency.

#### Primary colours

The primary colours act as identifiers to differentiate Wincanton from its competitors in the market place. The actual tones used are warm and friendly, reflecting our identity and the way we want to be perceived by our customers. The two Wincanton Blues should be used together, combined in the coloured background and alongside each other in text. White is an important part of our identity, and should be used to occupy areas of negative space to allow focus on key areas such as the prepared mind visuals and copy.

#### Secondary palette

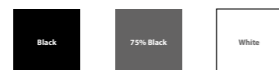
To build on the impact of primary colours, we have introduced a range of colour pairs which should be used together using primary colours for supporting information.

The darker colours of the secondary palette are to be used by creative departments only.

Avoid using more than one colour pair alongside another as this will create off brand results.

Black can also be used sparingly, but wherever possible use either Wincanton Dark Blue, Wincanton Indigo Blue or 75% Black.

#### Primary palette



#### Secondary palette



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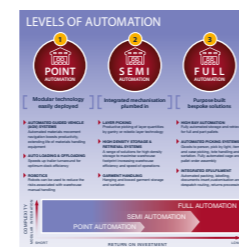
## BRAND ELEMENTS

### 3.4 Illustration

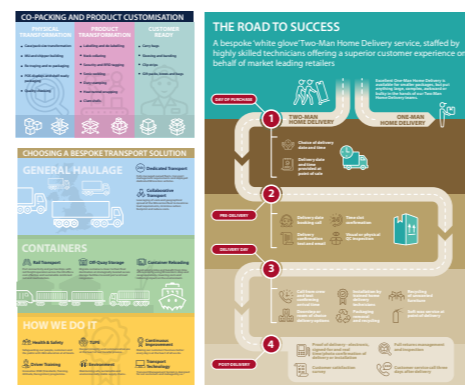
Featuring illustrations in marketing collateral is often a very effective way of visually communicating complex concepts and processes.

Be sure to use colours chosen for your document and be consistent with typography, using Myriad Pro or Arial fonts.

The key to producing an effective illustration is to understand exactly what you need it to communicate before commissioning a designer/illustrator.



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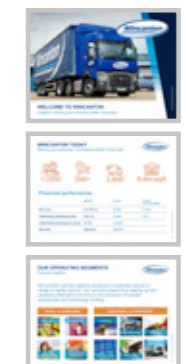
## BRAND ELEMENTS

### 3.10 Powerpoint presentations

Updated Powerpoint templates for both standard 4:3 format and widescreen 16:9 format are available from the Wincanton Asset Bank. The templates are supplied with some pre-designed standard pages. Remember, keep it simple when adding your own content.



#### Example pages: standard 4:3 presentation



#### Example pages: widescreen 16:9 presentation



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