



Social

Brand Guidelines - 2024

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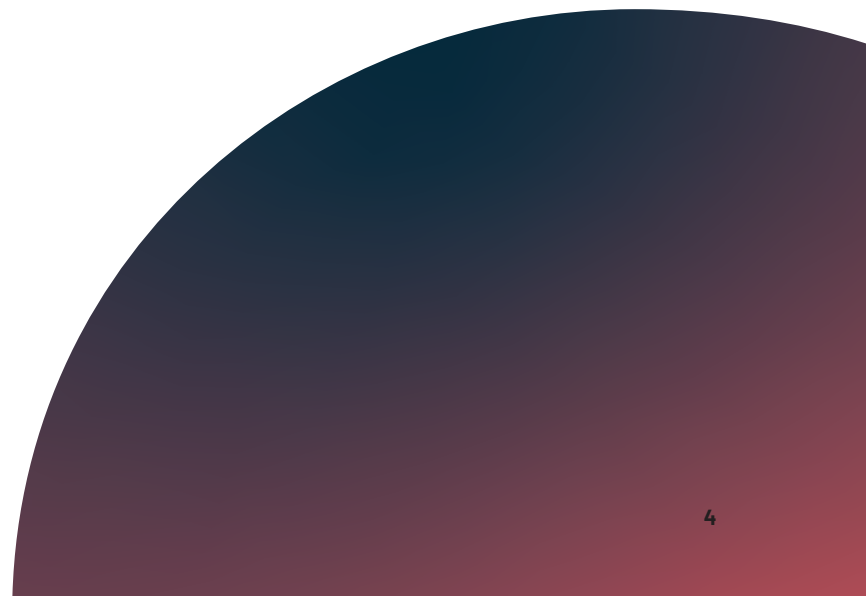
Vision

To create the
conversations that
drive positive change



Values

Ambition
Courage
Empathy
Pride



Brand Promise

When you work with us, you join the wider Social community, which means that we share our insights, partnerships and resources to strengthen your business. We'll do all we can to help you deliver extraordinary results for your customers and clients, by working collaboratively and creatively with your team.

Our work is underpinned by smart strategic thinking and imaginative solutions that will help you drive your business forward by inspiring the communities where you operate – and we have a track record that demonstrates our approach works. Above all, we are a business that strives to make a positive impact – and helps you do the same.

Our Logo

Primary Logo Usage

The main brand colours for Social are Navy (#002039) and Red (#e94550). However, the brand can also be used in the supporting brand colours if required.

Social

📄 JPEG | PNG | Vector

Social

📄 JPEG | PNG | Vector

Social

📄 JPEG | PNG | Vector

Social

📄 JPEG | PNG | Vector

Social


📄 JPEG | PNG | Vector

Our Logo

Secondary Logo Usage

To enable a flexible approach to branding, in exceptional circumstances the Social logo can also be applied and reversed out of any of the brand colours as illustrated below.



 PNG | Vector

Our Logo

Positioning & Size

The following is the clear zone rule for the logo. In order to gain maximum visibility, the Social logo should always appear with a minimum area of clear space around the logo. Using the letter 'O' as the clear space so that it is a 1x area around the entire logo. This rule applies to all versions of the Social logo on all mediums. It is important that the logo remains legible at all sizes. Because of this, the logo should not appear any less than 17mm in width in print and 100px on digital assets.



Use the 'O' in the logo as an indicator for clear space around the logo.

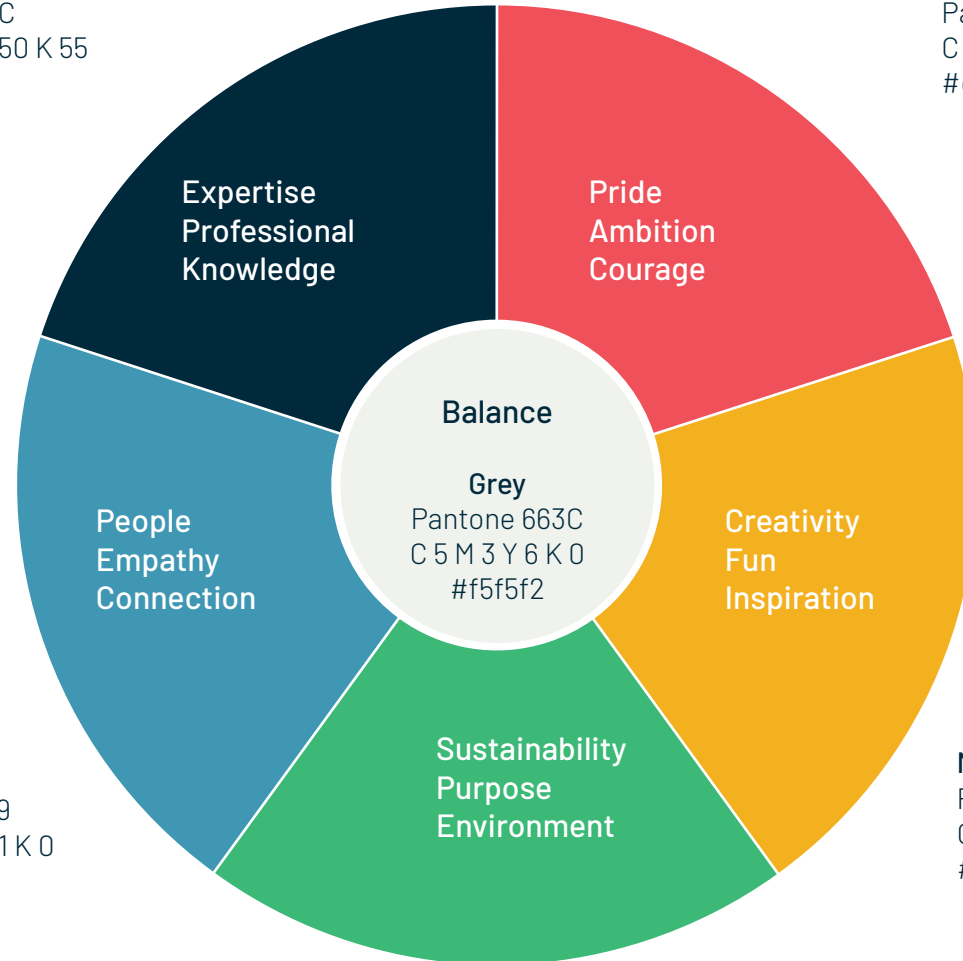
Our Colours

Colours

Each of our brand colours are linked to themes that represent our company values and tone of voice.

Navy
Pantone 303C
C 100 M 72 Y 50 K 55
#002039

Red
Pantone 4058C
C 0 M 84 Y 60 K 0
#e94550



Blue
Pantone 7459
C 73 M 27 Y 21 K 0
#3f96b4

Mustard
Pantone 7409
C 3 M 32 Y 98 K 0
#f4b223

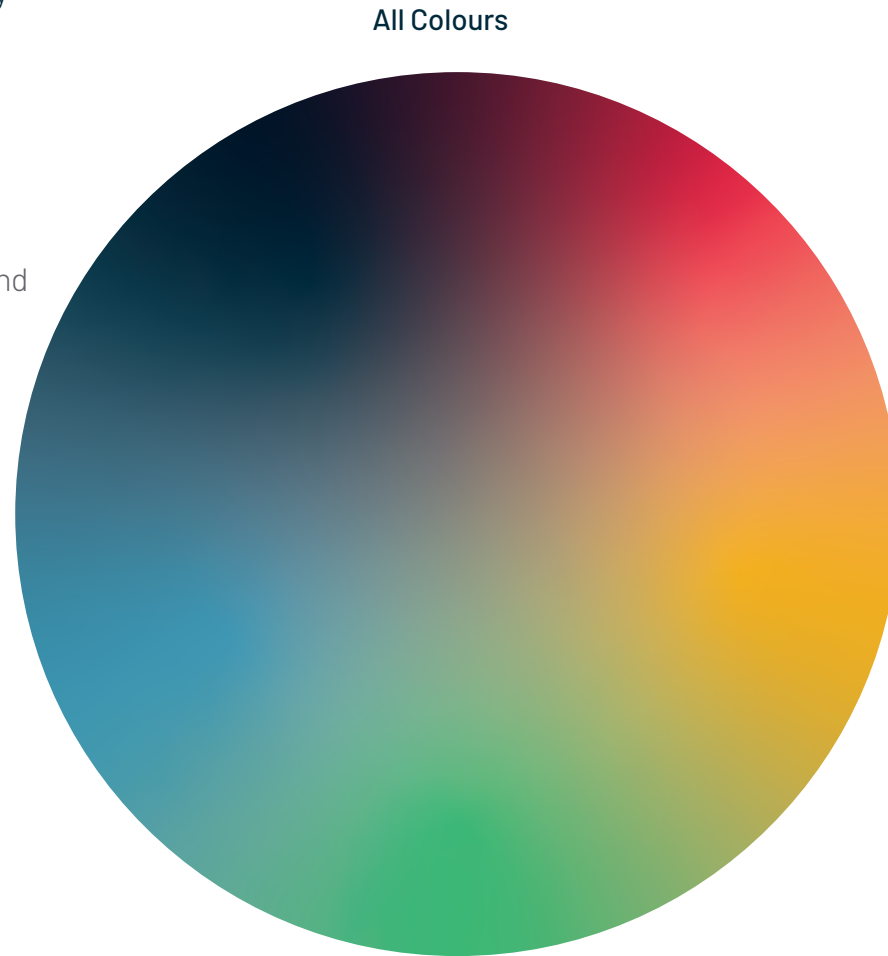
Green
Pantone 7479
C 70 M 0 Y 72 K 0
#46b978

Our Colours

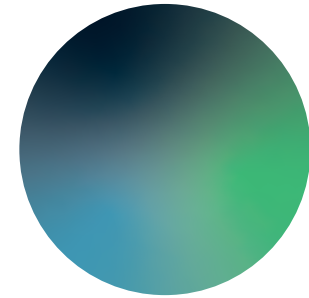
The Blend

The blend offers an alternative way of representing our colourways and can be used to fill our 'S' and quotation mark icons.

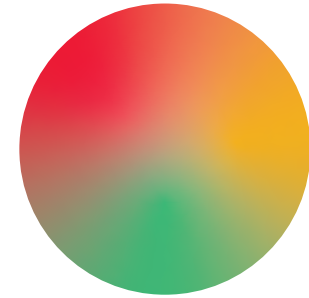
All brand colours can be used or selective colours to make up a blend



Selective Colours



Navy, Blue & Green



Red, Mustard & Green

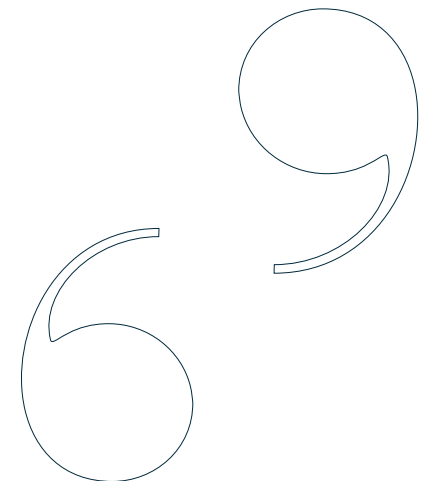
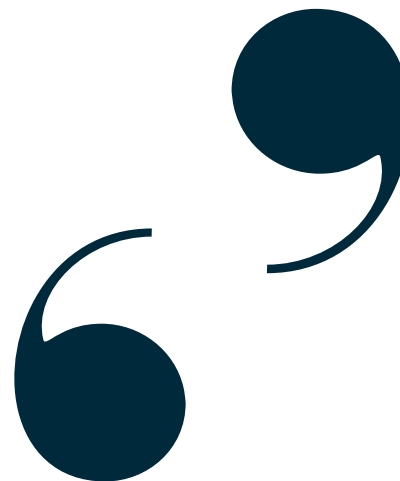
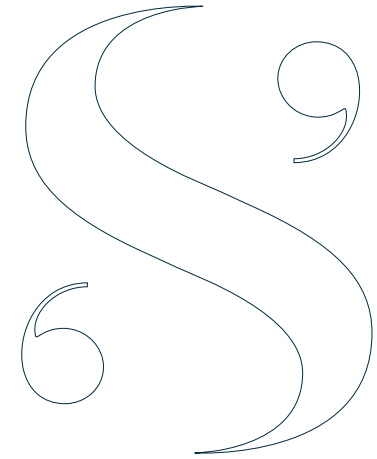


Navy, Red & Mustard

Our Icons

Symbol & Blend

Our approved icons are the Social 'S', and our quotation mark.



Our Icons

Quotation Mark & Blend

These can be used alongside our 'Blend' fills, solid fills and the quotation mark can also be used with a hairline outline of the same icon positioned to the front to add visual interest.

Blend (left)

 JPEG | PNG | Vector

Navy (left)

 JPEG | PNG | Vector

Red (left)

 JPEG | PNG | Vector

Mustard (left)

 JPEG | PNG | Vector

Blue (left)

 JPEG | PNG | Vector

Blend (right)

 JPEG | PNG | Vector

Navy (right)

 JPEG | PNG | Vector

Red (right)

 JPEG | PNG | Vector

Mustard (right)

 JPEG | PNG | Vector

Blue (right)

 JPEG | PNG | Vector

A - Used with one of our 'Blend' fills

B - White overlay, outlined symbol



Our Icons

Social 'S' & Blend

These can be used alongside our 'Blend' fills, solid fills and the quotation mark.

Blend

 JPEG | PNG | Vector

Navy

 JPEG | PNG | Vector

Red

 JPEG | PNG | Vector

Mustard

 JPEG | PNG | Vector

Blue

 JPEG | PNG | Vector



Our Icons

A - Image cut out to break the shape of symbol

Quotation Mark & Images

The quotation mark can also be used as a device to integrate images to support the brand style.

The style shown here uses a cut out and mask to integrate the image with the quotation mark.

B - Rest of the image masked using the symbol





A - Image masked using a circle

Quotation Mark & Images

Where it is not possible or if an image does not lend itself to be cut out, a circular mask can be used.

Greyscale photography can also be used to balance colour. If using greyscale photography, use consistently throughout.

Our Fonts

There are two font families used in conjunction with the brand.

AWConqueror Std Didot Bold

This font is used only for titles, headings and large attention grabbing statements. This font must not be used for body content or general copy.

Where AWConqueueror Std is not available for items like PowerPoint and Word Documents please use: **Bodini Moda 18pt Bold**.

 [Download](#)

AWConqueror Std Didot Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPS

TUVWXYZ

1234567890

Bodini Moda 18pt Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPS

TUVWXYZ

1234567890

Our Fonts

Barlow

Barlow is used as a contrasting font and for all text other than headlines.

 [Download](#)

Barlow - Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Barlow - Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Barlow - Semi Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Images

Images used should be reflective of the brand values



Do Where appropriate and as previously referenced, images can be cut out to integrate with the icons.

Greyscale photography can be used when a lot of colour is present on a page for balance.

Use images that are representative of our brand values.

Use images that coordinate with the colours on the page.

Where possible, please try to use relevant and original imagery, if no relevant brand photography exists, then stock is acceptable.



Don't

We are human and authentic, where possible do not use filters or adapt photography beyond basic requirements.



Tone of Voice

Our key characteristics are...



Because...

We treat people as people, no matter the project, the company we are working with or nature of the work.

We work collaboratively and with empathy to succeed together.

We aim to be a supportive and considerate colleague.

Remember to...

Focus on the human aspect of business.

We put people at the centre of decisions.

Own issues and mistakes.

Keep our company ethos of 'Life Happens' in mind and speak with kindness, empathy and respect.

Try not to...

Over complicate information.

Use language that wouldn't feel natural in a conversation.

Tone of Voice

Our key characteristics are...



Because...

We're proud to be professional communicators and recognise the value of our work.

We are experienced in the sectors we specialise in, with many years of successful, shared knowledge within the teams.

Remember to...

Share our passion and expertise to guide and advise.

Use correct terminology and always aim to provide useful and accurate information.

Try not to...

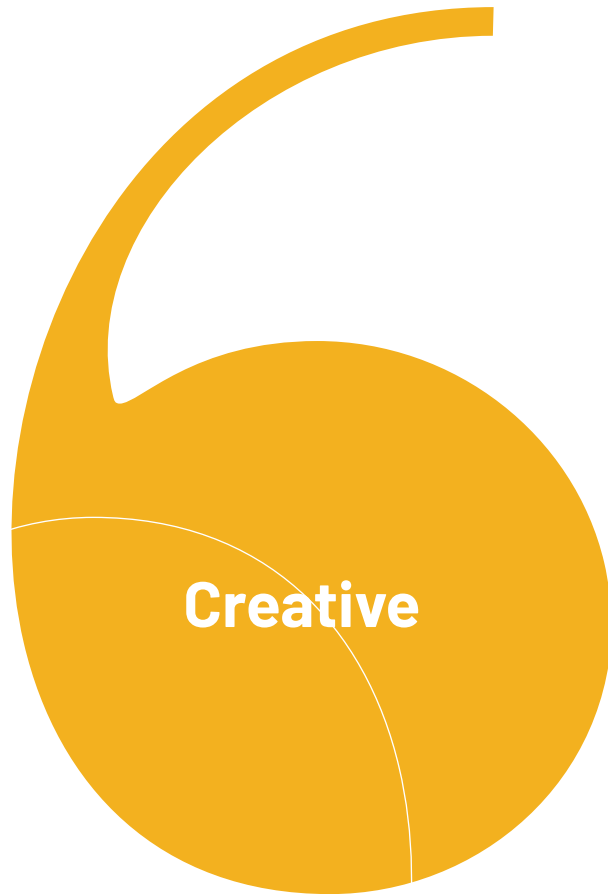
Use unqualified information.

Be dishonest.

Create, share or publish something that does not add value.

Tone of Voice

Our key characteristics are...



Because...

As creators, we have a desire to deliver fresh and exceptional strategic thinking to deliver impactful work of value.

Remember to...

Explore abstract thinking.

Embrace change and new ways of working.

Push boundaries.

Try not to...

Forget that creativity walks alongside experimentation.

Settle for outcomes that will just 'do'.



Social