PRO ACTIVE
SOLUTIONS

BRAND GUIDELINES

MAINTAINING A CONSISTENT BRAND

WHAT ARE BRAND GUIDELINES?



- A set of standards and rules to maintain consistency across all comms channels
- Made available for anybody producing internal/external content for the business
- Can be complemented with a messaging matrix – providing a detailed summary of messaging per audience, product or business unit (only possible following detailed induction/messaging workshop)

WHAT'S INCLUDED?

Brand rules	Rules keep your brand consistent whether it's being used in house, by an agency, or the media
Logo variations	Logo variations show how and when to use your logos
Colour palette	Colour palettes will talk about specific colour codes that can be used as part of your branding strategy
Typography	Typography outlines when, where and how each of your fonts should be used
Key assets	Key assets include patterns, shapes and/or other elements that are consistently used across your branding
Tone of voice	Tone of voice shows your brand's personality, and the specifics of how you would like your brand to be communicated





NEED BRAND CONSISTENCY?

We can produce your brand guidelines (and messaging matrix) – and would always recommend it before investing in PR and marketing activity.

To give you an idea of a typical document, our own brand guidelines follow.

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BRAND GUIDELINES

UPDATED 2023



PROACTIVE SOLUTIONS

ZEST FOR BUSINESS

At Proactive we’re focused on your commercial objectives, not expensive marketing gimmicks. Combining more than 25 years’ specialist foodservice industry experience with a flexible, personal approach, we get results every time – without compromising on value.

We maximise our relationships across the industry and bring together a network of hand-picked creative consultants, each offering specialist expertise to help develop campaigns that work for you.

We’re Proactive by name, and proactive by nature.

RULES TO REMEMBER

RULES ON LOGO USE TO KEEP IN MIND



DO NOT change the colour. Use only the colours in the palette.



DO NOT use tint or opacity.



DO NOT add shadows or effects.

LOGO VARIATIONS

APPROVED BACKGROUND COLOURS





Approved background colours

PRO ACTIVE SOLUTIONS





Approved background colours

OUR COLOUR PALETTE

APPROVED COLOUR VALUES

CHARCOAL
#464646

LA RIOJA
#CAD200

GHOST WHITE
#F1F2FA

TYPOGRAPHY

HEADINGS(WEBSITE AND MARKETING MATERIALS)

PROACTIVE SOLUTIONS.

Roboto Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0

BODY (WEBSITE AND MARKETING MATERIALS)

Proactive Solutions Inc.

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1 2
3 4 5 6 7 8 9 0

HEADINGS AND BODY (PRESS RELEASES AND DOCUMENTATION)

Proactive Solutions Inc.

Tahoma

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3
4 5 6 7 8 9 0

SECTION DIVIDER

If transitioning from different background colours, the use of the following dividers is preferred but not required.

GHOST WHITE
#F1F2FA

CHARCOAL
#464646

WHITE
#FFFFFF

TONE OF VOICE

SETTING OUT OUR LANGUAGE



Our tone of voice reflects our personality. We're approachable yet professional, authoritative but never stuffy. A few simple guidelines to follow:

- Always use the first person, in plural
- Use short sentences and dynamic language to deliver key messages
- Be active, not passive, in language
- Use contractions where appropriate

NB: Where a company has a large and/or field-based workforce producing written communications for clients, tone of voice document can also include company-specific phrases and examples of appropriate language.

CONTACT INFORMATION

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" YOUR BRAND IS THE SINGLE MOST IMPORTANT INVESTMENT YOU CAN MAKE IN YOUR BUSINESS."

STEVE FORBES

LET US GIVE YOUR BRAND AN IDENTITY

WITH YOUR VERY OWN BRAND GUIDELINES

