

# Brand Guidelines



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# Contents

## Introduction

### **There's lots of interpretations of the word 'brand'.**

Our definition is that it's our reputation; the sum of all the experiences people have with us – our customers, partners, colleagues and the general public.

These guidelines focus on just one part of that brand reputation – the way we communicate visually and with words. The way we design and write our communications can't shape our reputation on their own, but when handled carefully they can play a significant role; helping ensure that people have a positive and consistent experience when dealing with us.

What follows is a series of tools and advice to help us build a powerful identity that reflects our organisation's core principles. Remember though, it's here to help not hinder, so please consider this document to be what it is — guidelines, not a rulebook.

This update to our guidelines, released in February 2020, follows a light refresh and update to our brand.



## Our personality

### Visionary

We believe in the power of buildings to improve lives.

- ✓ **It is:** thinking beyond steel structures
- ✗ **It isn't:** fantasy

### Curious

We constantly question, to understand how to make things better.

- ✓ **It is:** challenging
- ✗ **It isn't:** intrusive, persistent

### Confident

We are capable, skilled and well-practised.

- ✓ **It is:** self-belief
- ✗ **It isn't:** arrogant, boastful

## Our purpose

# We find better ways to build, for a world of changing demands

### Expectations change.

As the world of work and industry evolves, the buildings we use and the things we demand from them, change constantly. Our response is to stay habitually innovative.

We are instinctively driven towards better ways of building. Our engineers are known for their remarkable ingenuity – consistently pushing boundaries to create better buildings.

## We are:

### Forward looking

We lead the way in technology and innovation.

- ✓ **It is:** grounded and practical
- ✗ **It isn't:** science fiction

### Smart

We use our ingenuity to find better, more efficient ways to do things.

- ✓ **It is:** inventive, experimental
- ✗ **It isn't:** intellectual for intellectual's sake, academic

### Caring

We champion sustainability and better places to live and work.

- ✓ **It is:** a human-centred business
- ✗ **It isn't:** box-ticking, compliance

## Brand belief/insight

We believe we can make construction better.  
Too often it is wasteful, inefficient and unnecessarily complex.

## Creative checklist

### Our designs should:

- Excite our audience
- Show our expertise
- Be bold and feel inspiring
- Show the scale and impact of our projects

## Our tone of voice

Along with our visual identity and the way we behave, the third key component in the way the world perceives us and our brand is the way we sound, or our ‘tone of voice’.

As you’ve seen in the previous section, we have defined our brand personality as **Visionary, Curious** and **Confident**.

We also describe ourselves as **Forward-looking, Smart** and **Caring**. Together, these traits form the basis of the way we speak and write.

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The following principles are intended to help you use language to maximum effect.

There is always an element of judgement involved of course, when speaking to or writing for different audiences or different communications. We can be slightly more formal in our annual report for example, but would be much more warm and friendly in communications to customers and and colleagues.

We are human	————→	Personal and grounded, not simplistic or over-familiar
We are experts	————→	Smart and confident, not cold or arrogant
We are innovators	————→	Visionary and curious, not clichéd or predictable
We are passionate	————→	Caring, but not impulsive or naïve
We are creative	————→	Inspiring and exciting, but not for its own sake

## Tone of voice examples

Attribute	Do	Don't	Why
Human	I'm getting in touch about your project...	"This is an update regarding project (number/ref)."	We want to come across as down to earth and friendly, not cold and corporate.
Expert	With over 40 years' expertise, we're confident we can help bring your vision to life. Let's get started.	Don't waste your time on other steelwork providers. We're number one, trust us to get the job done.	We want to be seen as confident, reassuring and as having evidence to back up our claims. Not cocky or egotistical.
Innovative	A better way to build; we're helping to create future-proof buildings capable of playing vital roles in the communities they serve.	We're ahead of the curve. Everything we produce is cutting edge and designed to thrill.	We should be measured yet passionate, showing an element of creativity. Not pretentious, cliched or lacking in substance.
Passionate	We're shaping the cities of the future; creating buildings that inspire, excite and enhance people's lives.	We engineer well-designed solutions for the construction industry that make your project more efficient.	Our love of what we do and our pride in the legacy we're creating should shine through alongside the substantiation.
Creative	We're driven to explore the possibilities of your project to the full.	We have the capabilities to engineer any solution.	Our passion, drive and creative vision makes us different from others who simply respond to the brief.



## Tone of voice summary

Try to remember our personality and the traits in this section when you're writing but above all, relax and be yourself.

When speaking to or writing for customers, use direct address and be professional, in just the same way you'd speak to them face-to-face.

We all have a desire to come across as experts who know our stuff, but you don't have to suppress your natural personality (or that of Severfield) to do so.

### Remember

---

If you read your words back & think ***“I'd never say that out loud”*** you're probably trying too hard!



## Our name and logo

Main version



# Severfield

White version



# Severfield

The 'S' symbol

Severfield Logotext

### Our logo

The Severfield logo is made up of two elements; the Severfield 'S' symbol and Severfield 'Logotext'.

These elements nearly always appear together and this guide explains some of the rules for the proportional sizing and placement of the logo. It also covers a few exceptions.

The 'S' symbol is a vital element of the Severfield brand and is covered in greater detail in this guide.

Our logo has been carefully created — so always use the master artworks supplied and never distort it in any way or create your own version.

### Our name

When referring to the company by name, 'Severfield' is preferred. When necessary, we can refer to 'Severfield plc' too, in which case ensure 'plc' is set in lowercase. Only when critical for the audience's understanding, do we refer to the individual business unit names below. If using these business unit names, they must be used exactly as shown. No other variants of name should be used.

Severfield plc

Severfield (Products & Processing)

Severfield (NI)

Severfield (Design & Build)

Severfield (UK)

Severfield (Europe)



# Logo sizing

**A3 and similar**  
Logo: 88mm wide



**A4 and similar**  
Logo: 62mm wide



**A5 and similar**  
Logo: 44mm wide

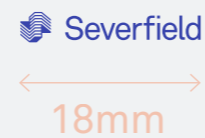


**A6 and similar**  
Logo: 36mm wide



**Please note:**  
The minimum size of the logo is 36mm wide. If the logo is required to be smaller, please use the small print version.

**Small print version**  
The 'S' symbol is a complex element, meaning it will not reproduce clearly at smaller sizes. In these instances, the small print version should be used instead, which is simplified for use at smaller sizes.



The minimum size for this is 18mm wide. **Never use this logo larger than 35mm.**

## Logo sizing

The Severfield logo will be used in many different sizes and proportions, depending on the context in which it is being used.

Here, we have shown a selection of the most common sizes you may need.

For use on non standard sizes such as clothing and PPE, you should use the logo most suitable to the area.

At all times please bear in mind the exclusion zones. See page 10 for more details.

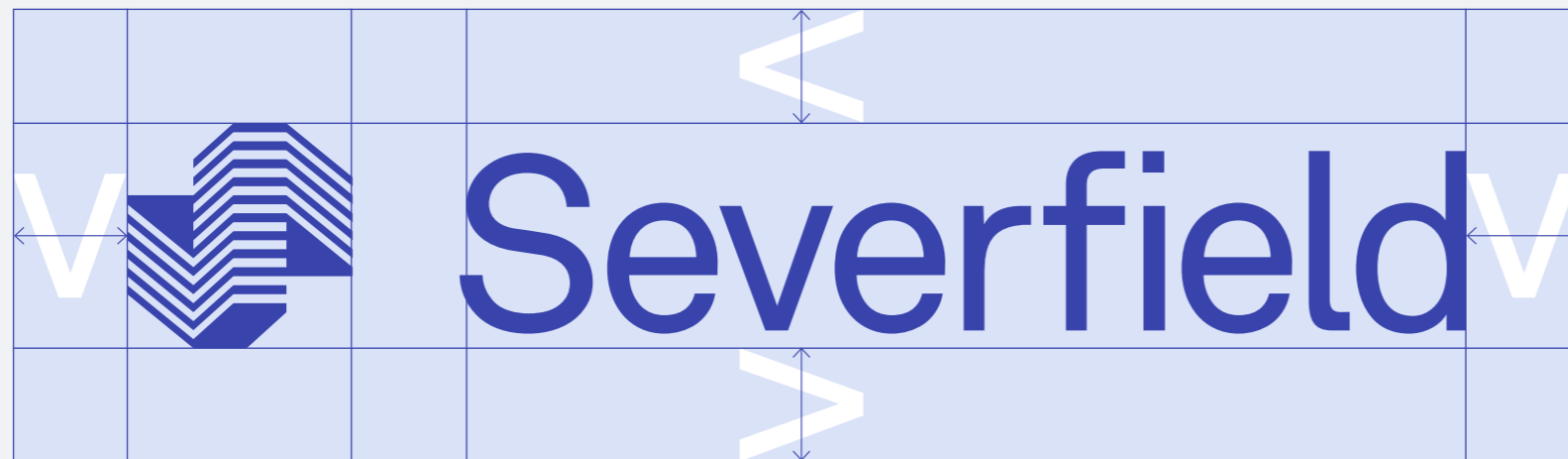
## Exclusion zone



### Our exclusion zone

In order to maintain the integrity of the logo and give it appropriate space and emphasis, we have established an exclusion zone.

This clear space should be maintained and kept free of text or other graphics wherever possible.

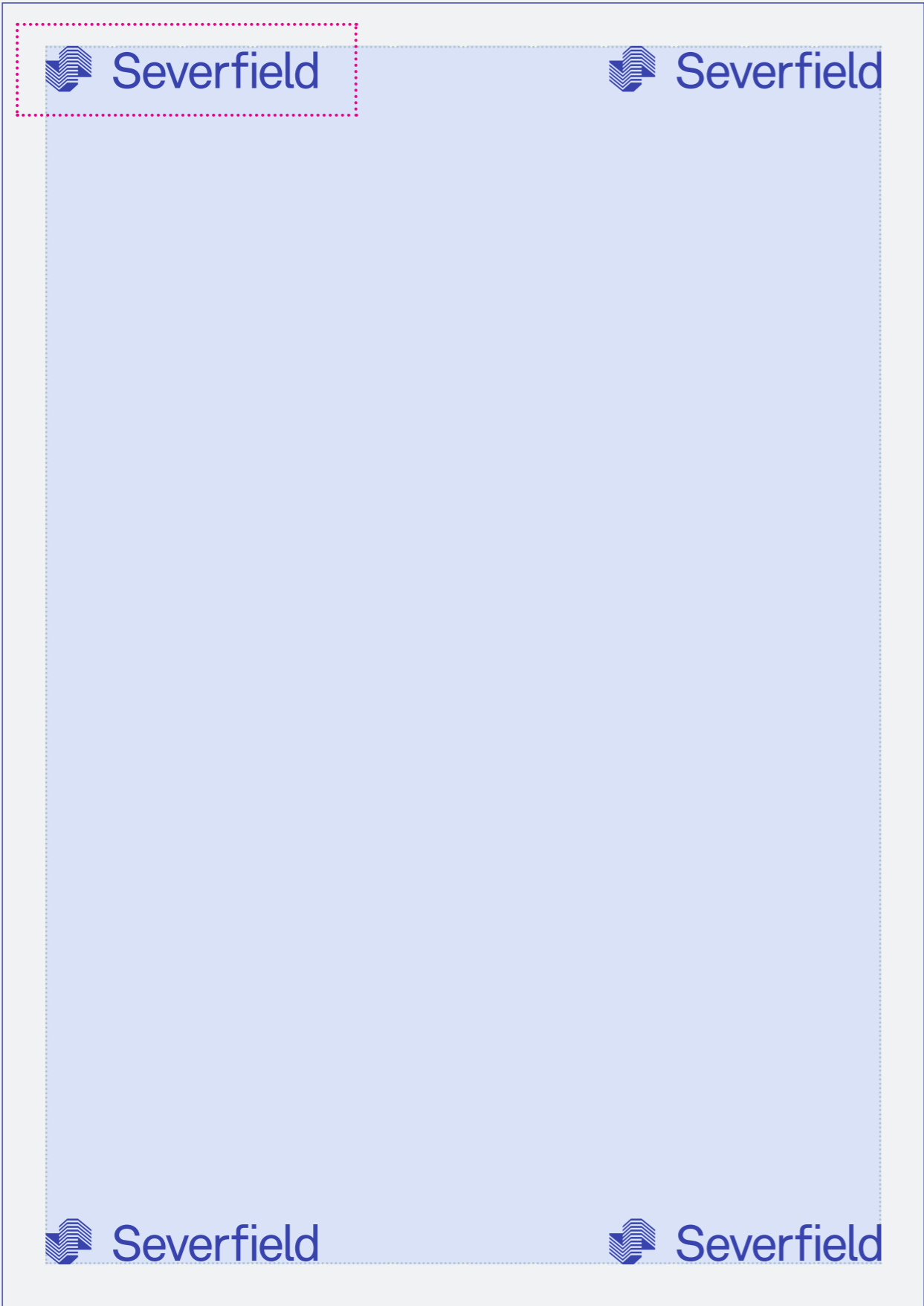


For times where space is limited we have set an absolute minimum exclusion zone for applications.

In these situations, the width 'v' of Severfield is used to define this area but only use this when absolutely necessary.

# Logo positioning

Default position



### Positioning the logo

The logo can be positioned in any corner of the page, to allow for the best possible interaction with typography and imagery.

If in doubt, **ALWAYS** position the logo to the top left margin as highlighted in pink.

Always align the full logo either to the left margin with the 'S' symbol or right margin with the 'd' in Severfield.

## Fonts

Akkurat  
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Akkurat  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Akkurat  
Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

**Akkurat  
Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

### Our primary font

Our primary brand typeface is Akkurat. This is the most prominently used font in all professionally designed & produced marketing collateral and manufactured products (signage, vehicle livery etc.)

Primary font:

# Akkurat

# Fonts

Arial  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Arial  
Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

**Arial  
Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Our secondary font

Documents produced in-house should also have a consistent feel.

Arial should be adopted for internally produced items such as PowerPoint presentations and Word documents. It should also be used in emails and for the body of letters.

Secondary font:

**Arial**

# Colour palette

## Severfield Blue

Pantone® 072

C92 M85 Y0 K0

R57 G74 B169

#394AA9

RAL 5002 - Ultramarine Blue

## Severfield Ice White

C0 M0 Y0 K0

R255 G255 B255

#ffffff

## Machine Grey

C69 M59 Y48 K28

R80 G84 B93

#50545D

## Steel Grey

C52 M35 Y26 K8

R123 G140 B156

#7B8C9C

## Severfield Silver

C31 M15 Y15 K0

R176 G195 B203

#B0C3CB

## Electric Blue

C75 M5 Y0 K10

R0 G165 B215

#00A5D7

## Severfield Teal

C65 M0 Y15 K0

R57 G194 B215

#39C2D7

## Severfield Pink

C15 M30 Y0 K0

R211 G182 B215

#D3B6D7

## Severfield Purple

C30 M45 Y0 K0

R178 G146 B196

#B292C4

## Severfield Yellow

C0 M30 Y100 K0

R253 G185 B19

#FDB913

## Severfield Clay

C0 M52 Y60 K0

R246 G146 B106

#F6926A

## Our primary colour palette

Our primary colours are Ice White and Severfield Blue.

These are, by far, the most prominently used colours in any of our branded design work. Our overall design aesthetic is simple and minimal and a restrained colour palette helps to support this.

## Secondary palette

We also have a supporting secondary colour palette to allow for flexibility in design.

All secondary colours should be used sparingly and never detract from the core primary colours being the most prominent.

The colour references show the main colour breakdowns that you will need for most applications.

# Colour palette proportions

## The big blue

Our main corporate colour should always have a big presence.

## Hit the highlights

Use an accent colour sparingly for just a touch of emphasis.



## An extra dimension

Our secondary colours can be applied to add a little depth.

## Plenty of white

White is our other dominant colour and should also be used plentifully.

### Proportionate use of colour

This page shows the approximate proportions in which our colour palette should be used.

Severfield Blue is the main colour of our identity. Alongside white, these two should always be dominant

The secondary palette of neutral greys can be used to add depth and texture, but must never dominate the blue.

Accent colours should be used sparingly – a little goes a long way. Avoid using all of them together in one place – a single accent colour should usually be sufficient, used as the name suggests – as an accent. Examples can be seen at the end of this document.

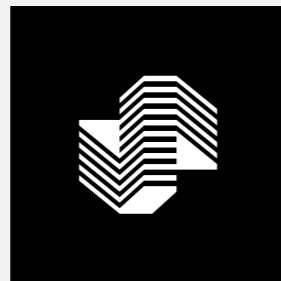
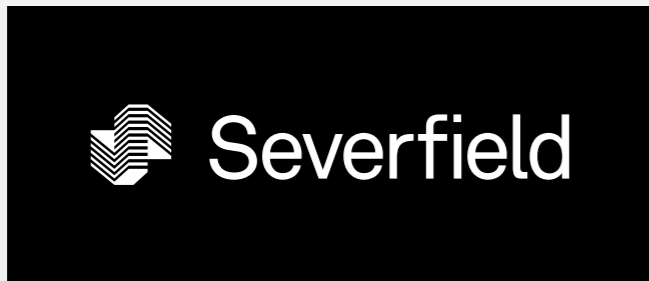
The choice of accent colour can often be informed by the overarching colour palette of imagery being used in a piece of communication.

# Logo colourways

## Primary



## Mono



## Steel Grey



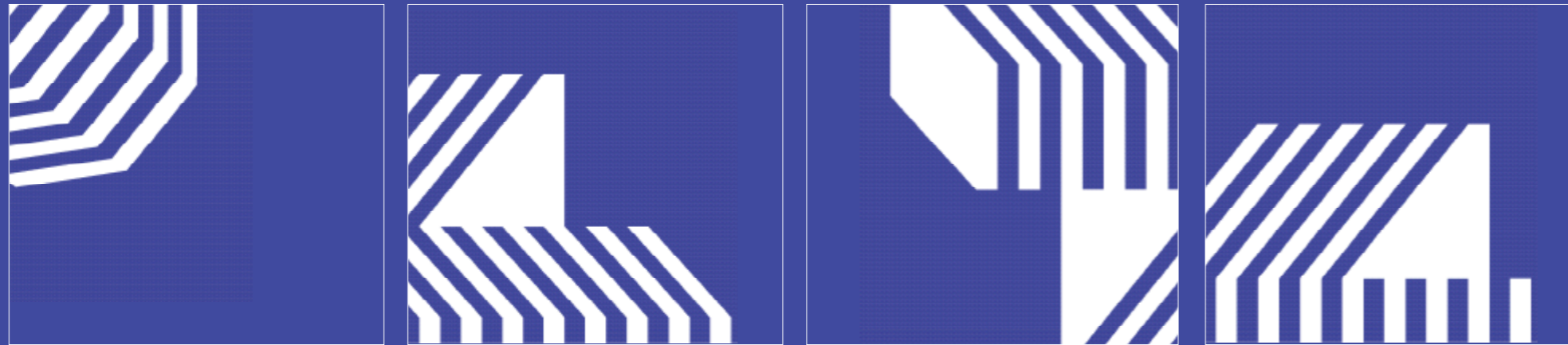
### Logo colour variants

The logo is supplied in the primary Severfield blue, as a mono version and in steel grey.

In some situations you may be requested to only supply a logo in black/white. Wherever possible we would prefer the use of our brand colours but in these situations you may give permission for use in mono.



# Brand graphics



The Severfield logo can be used in a unique and dynamic way to create an extended visual language.

### Crops of the Severfield 'S' symbol

Our brand graphic should be used to add a moment of visual interest. One way to use this is to find crops of the Severfield 'S' symbol.

Please note that these elements can quickly look complicated. Therefore when using them, remember to design with plenty of white space.



### Extended graphics

The 40° angled lines are a distinct and recognisable part of the Severfield 'S' symbol. We can use this feature as a basis to create additional brand graphics.

One way to do this is through pattern. Please note the lines and white space should be even in space and weight. These can also be combined with solid colour to add graphic interest.

Another way to introduce the angle can be when using imagery. Taking a 40° angle out of the holding shape creates a subtle yet distinctive reference to the Severfield 'S' symbol.

# Imagery



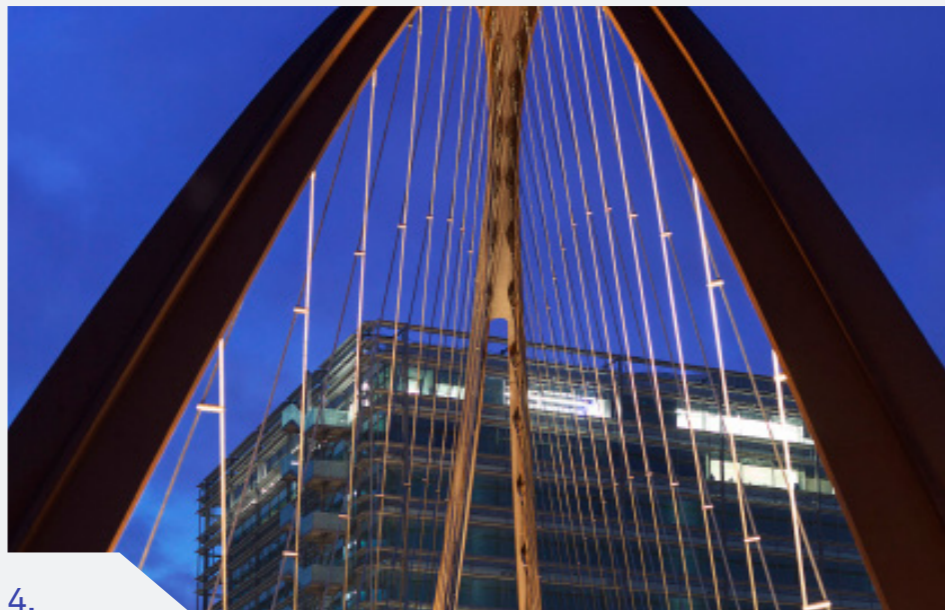
1.



2.



3.



4.



5.

## Overview

What makes Severfield unique is the passion and vision present at every stage of the process. Our projects are complex, involve many stages and rely on the passion of our people to deliver them. Therefore this is something we want to actively promote within our communications.

Our images should represent each stage of our process and the pride we take in our work. There are 5 core parts to our image library and we use a carefully selected mix of these to suit the application and communicate the full lifecycle of our projects.

They are:

### 1. The Severfield project team

The people that customers and clients will meet first and who undertake the first stages of a project.

### 2. Design and solutions

The stage of work that happens before any steelwork is produced.

### 3. Manufacturing and construction

From the moment we begin working with the steel to the process of erecting it on-site.

### 4. The buildings

The finished product, once we and all other contractors have completed our work.

### 5. The end result

The impact the building and our work has on the world and people's lives – people in and around the buildings.

The following pages give further details about each stage and what to look for when creating new images.

# Imagery



## The Severfield project team

With these images, we let the world see the people that they're likely to meet first, who work on the earliest stages of a project or who quietly keep things running smoothly in the background.

These images capture our professionalism, personality and passion for our work. We use them to help us feel approachable, so they are deliberately relaxed, not staged or contrived, and are styled to convey a sense of warmth.

## Please note:

Our images may require some retouching and colour balancing in order for them to look consistent.

Images should feel warm, bright and reflect our colour palette when possible. Adjusting the image levels in Photoshop to achieve this may be necessary.

See page 25 for more information.

# Imagery



## Design and solutions

These pictures capture the stage of the work in which we're generating new ideas, design solutions and innovative ways to solve problems. They capture our process and our expertise in action.

Again, we're careful not to let these images feel posed – more as if they are captured through the eyes of a fly on the wall, observing experts at work.

# Imagery



## Manufacturing and construction

As the title suggests, these images fall into two categories. The first category depicts the manufacturing process that takes place in and around our factories and facilities.

Here, our craftsmanship takes centre stage. Images depict our highly skilled people in dynamic scenarios, capturing some of the most impressive work we do.

These images feel active, with a sense of energy and and the excitement of bringing a project to life.

# Imagery



## Manufacturing and construction

The second category of images in this section shows the steelwork coming together on-site, showing buildings taking shape.

Shooting high-quality, appealing photography at a building site can be challenging, so must be handled with care and the proper expertise.

A bright day / good weather and a keen artistic eye for the most interesting angles are key considerations here.

# Imagery



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# Imagery



## The buildings

These images capture our pride in helping to bring these buildings into existence. We aim to capture them in the most exciting and dynamic ways possible.

When shooting, carefully consider the time of year and the weather in order to show them in their best light. Bright, clear skies generally add to the drama more than grey, cloudy days.

As well as wide shots, we show interesting angles, and images that look directly up, adding a sense of awe and wonder at some of our most iconic structures. Drone photographs, taken from above can add some unusual perspectives too.

Added together, they create a sense of pride, passion and keen interest in every aspect of the buildings we help to create.



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# Imagery



## The end result

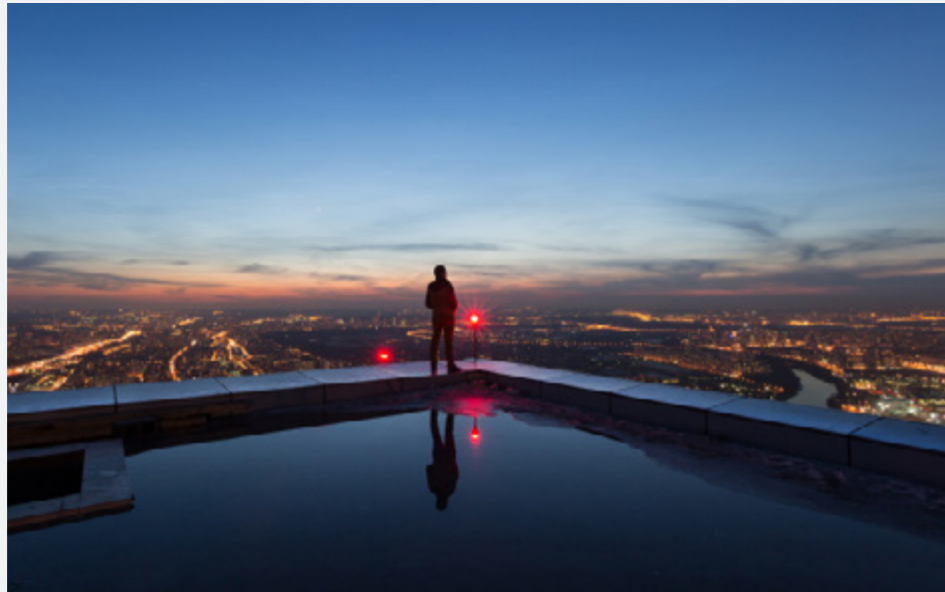
This category of images is a vital ingredient in showing the world what makes us different to our competitors.

They show that we understand and care about the impact these buildings have on people and their communities.

Adding people at the heart of these images brings an emotive aspect to our brand too. They help show the impact of our work on communities and the fact that we bear that in mind in everything we do.

Unlike other structural steel companies, we look beyond the steelwork to the impact the finished buildings will have on the lives of those they are built for. These images help show that.

# Imagery



## The end result

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# Retouching

Image 1 – before



Image 1 – after



Image 2 – before



Image 2 – after



## Post-production

Here are two examples of retouching images to make the image reflect the brand but also be more visually appealing. Some specific retouching changes have been marked on each image.

In image 1 the 'after' image shows the sky has been replaced from a flat grey colour, adding more blue and some cloud detail. The construction worker's bag has also been retouched, pushing the blue saturation up to make it more prominent as a hint toward the Severfield brand colours.

Image 2 shows some writing being removed from the top of the steel, to help the image feel cleaner and less busy. The back of the hi-vis vest has also had some dirty marks removed.

Use a light touch when retouching, to keep images feeling as natural as possible.

Generally, look at images together as a set with other images from our library and make subtle adjustments to ensure tone and colour balance are consistent across the set.

# Signage

\*Image for illustration purposes only



Fig. 5a : Building Signage



Fig. 5b : Free-standing Signage



Clothing/PPE

Severfield polo shirt



Severfield hard hat



Severfield hi-vis jacket





# Icons

1



2



3



4



A series of icons have been developed to represent the core sectors we work in, plus a few additional functions on the website.

- |                              |                               |
|------------------------------|-------------------------------|
| 1. Education                 | 9. Power & Energy             |
| 2. Commercial                | 10. Nuclear OR Industrial     |
| 3. Technology infrastructure | 11. Bridges                   |
| 4. Transport infrastructure  | 12. Health & Education        |
| 5. Car parks                 | 13. Retail                    |
| 6. Stadia & leisure          | 14. Process Industries        |
| 7. Health                    | 15. Industrial & Distribution |
| 8. Data centre               | 16. Material Handling         |

5



6



7



8



9



10



11



12



13



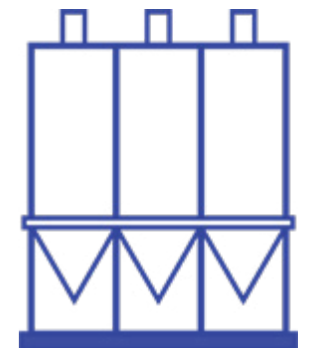
14



15



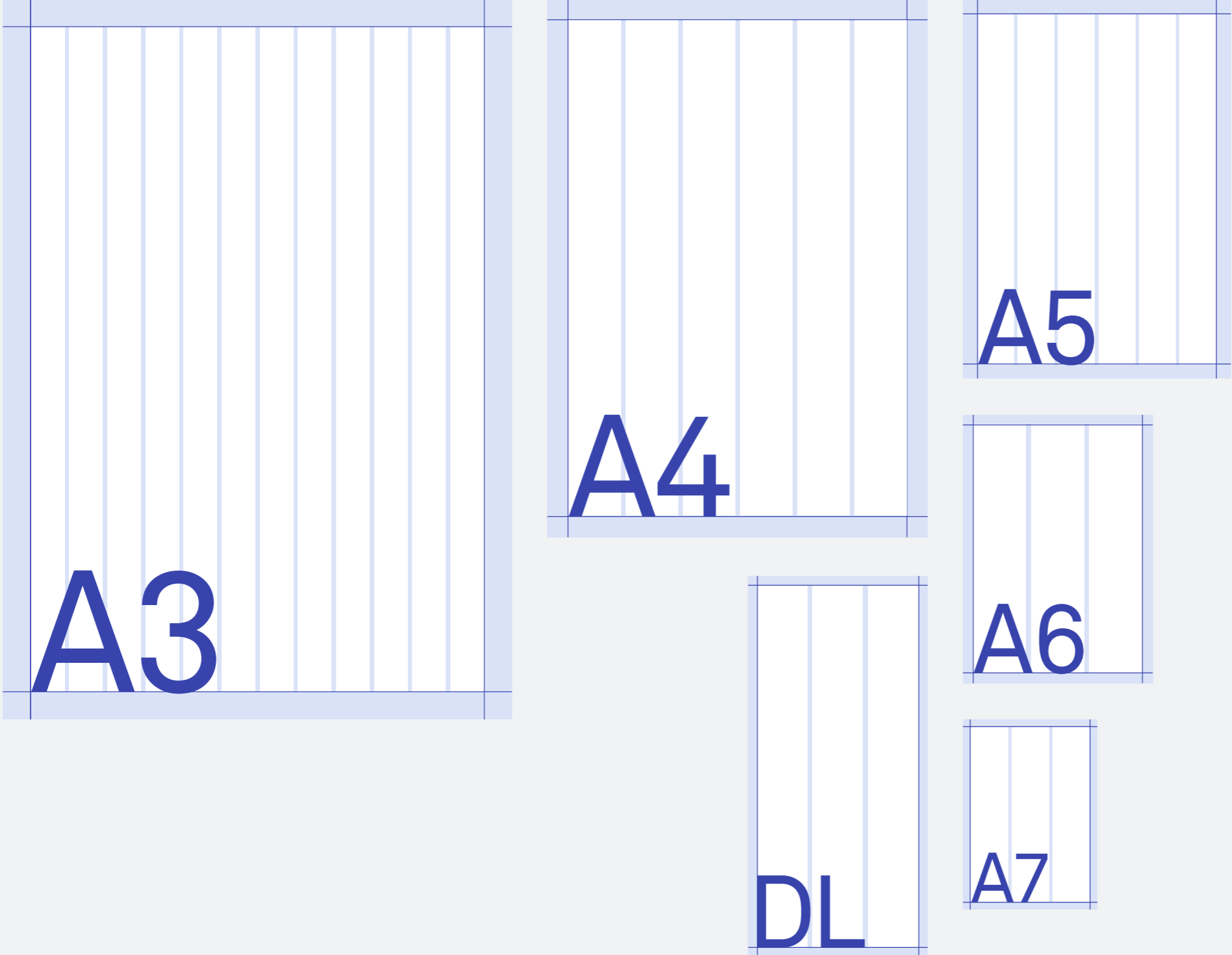
16



# Appendix



# Appendix: Margins



## Grids

To ensure consistent layout we have determined some set margin distances based on some of the standard formats.

**A3 and similar**  
14mm margins

**A4 and similar**  
10mm margins

**A5 and similar**  
8mm margins

**A6, A7, DL and similar**  
5mm margins



To obtain digital files for use in marketing and publicity, or for help and advice in using these guidelines, please contact the Marketing & Communications department.

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