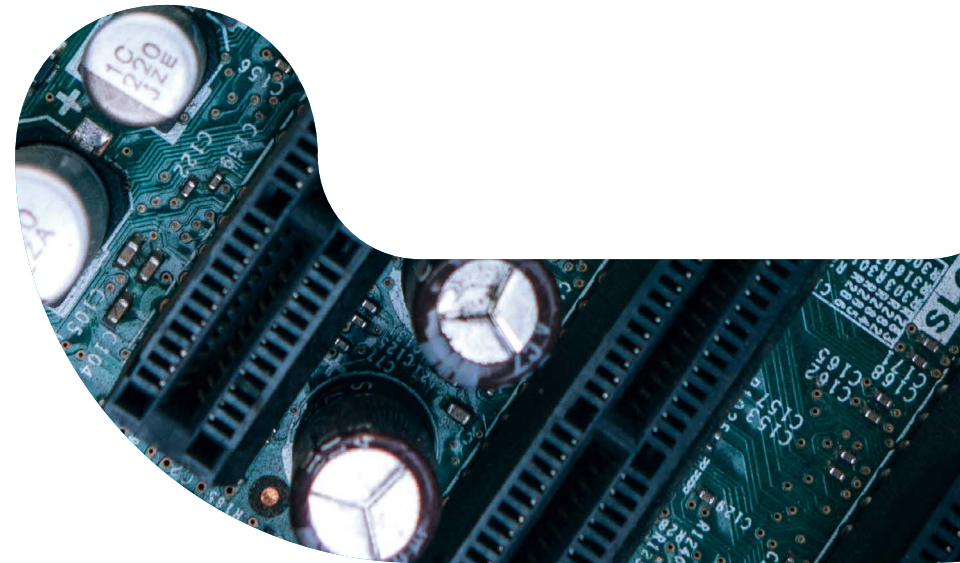
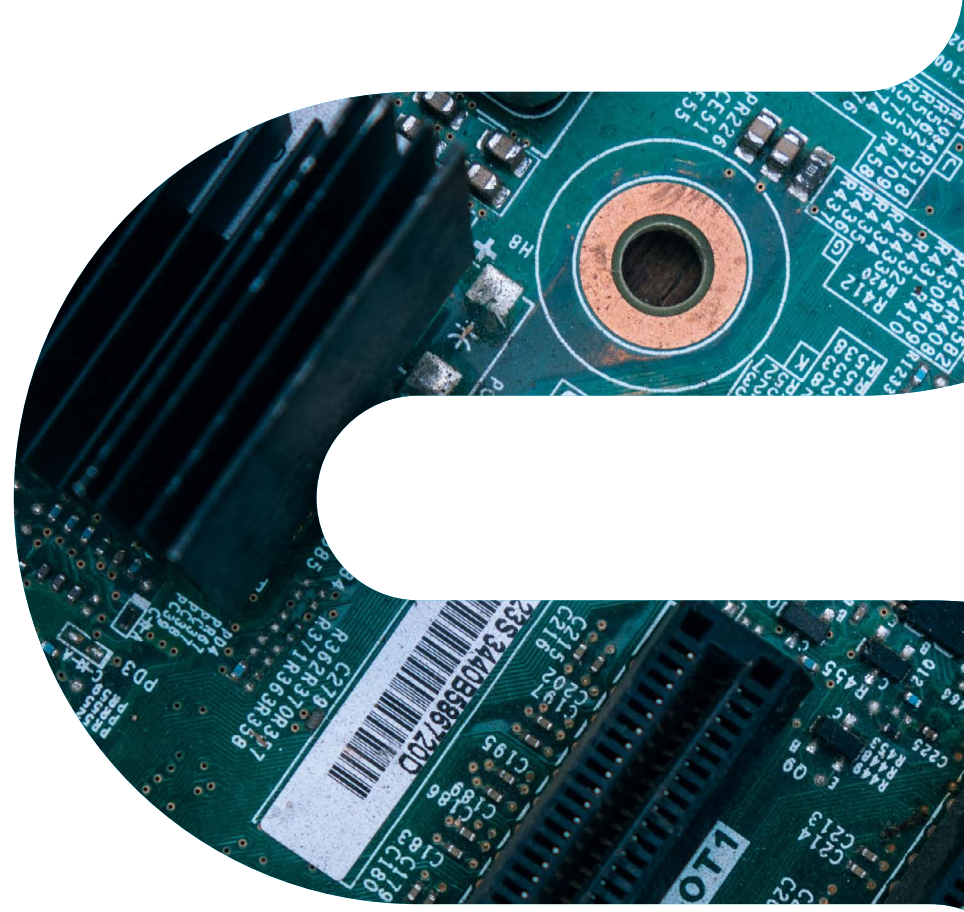


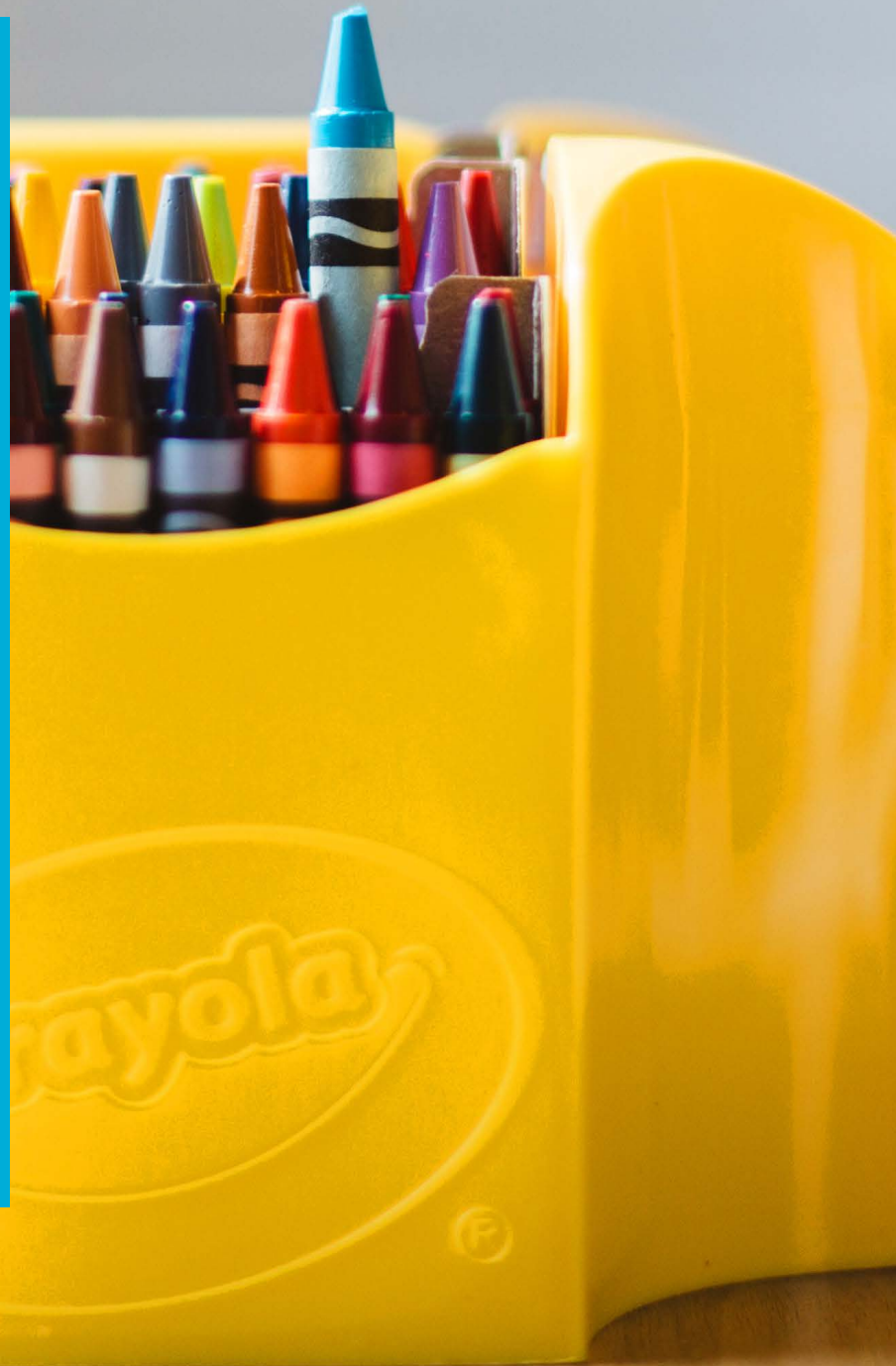


# Branding Guideline 2018



# Contents

Our Brand	3
Brand System	9
Photography	14



**Our**

**Brand**





## Our Values

At Salt, we understand the importance of consistent professionalism and success. We have developed a set of core brand values that we apply to everything we do, and that we instil in every member of our team.

### Integrity

Doing what is right by all of our stakeholders: candidates, clients and colleagues.

### Dynamic

Continually evolving and adapting to new market challenges.

### Expertise

Expert skill and knowledge in a particular field.

### Achievement

Completing objectives successfully with skill, effort and courage.

### Synergy

The interaction of two individuals or organisations to produce a combined greater effect than the sum of their separate effects.

I

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## Logo

The Salt logo is:

- Confident
- Distinctive
- Bold

The logo is synonymous with the company, our culture and all of our activities, while the letter-forms echo our spirited and powerful personality.

The logo has been created to have weight at all sizes and situations and can therefore be used on all forms of communication.

The image shows the word "salt" in a bold, blue, rounded sans-serif font. The letters are thick and have a friendly, approachable feel. A small "TM" trademark symbol is positioned to the upper right of the letter "t".

salt™

## Logo Variations

The Salt logo can only appear on:

- One of the Salt brand colours
- An image that has enough contrast against the logo that it can be seen clearly

In instances where reproduction restrictions apply (e.g. printing in black and white) the logo can appear in black or reversed-out white.

The Salt logo must never be altered in any way, and must always be in line with the brand guidelines.



## Exclusion Zone and Logo Size

The Salt logo is strongest when surrounded by clear space, and when no other elements can distract attention from it. This is essential to build equity into our name.

The exclusion zone is the clear space around the logo. This zone is the minimum area that must always be kept free of any type, or graphic elements.

The logo can, however, be placed on top of an image as long as there is sufficient stand-out and the image has the specific blue overlay (page 21)

### Exclusion Zone Size

The exclusion zone is **exactly half** the size as the bespoke 'S' in the logo. Nothing may fall within this area. The clear space around the logo may be greater than but not less than, the minimum area stated.

### Logo Size

The minimum size for the logo is a width of 50px (pixels). If the logo is sized between 50px and 75px it should not include the TM mark, as it becomes unreadable at this size. The logo can be used at any size above 50px width.

On most A4 documents the logo should be a width of 110px, however it may be made larger on occasion for artistic purposes.



50px

## Logo Misuse

The logo has been specifically created; it must never be redrawn or altered in any way. By using the original digital artwork files and by referring to the example applications on page 8, consistency of the brand will be maintained.

Misuse of the logo will dilute the strength, impact and effectiveness of the communication, therefore always use the logo with care and consideration towards the Salt brand.

- Do not use the black or blue Salt logo on coloured backgrounds.
- Do not use any colours for the Salt logo other than Salt blue, black or reversed white.
- Do not place the Salt logo at angles.
- Do not make the logo below 50px.
- Do not place the TM mark on the logo if it is from 50px-75px.
- Every other size greater than 75px must use the TM mark.



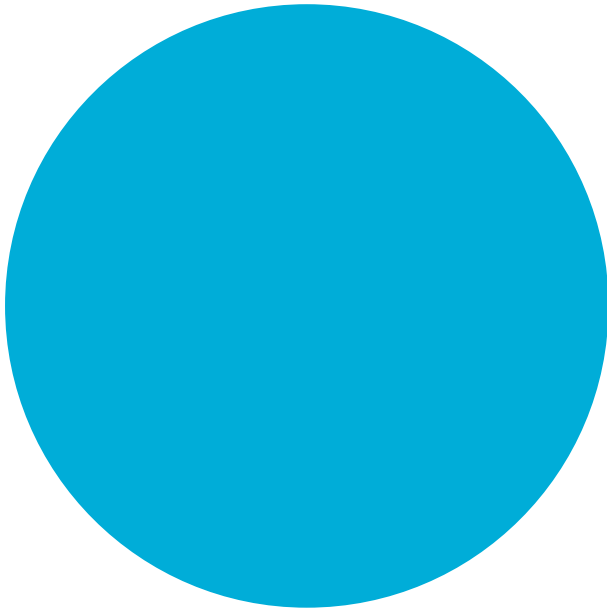


# Brand System

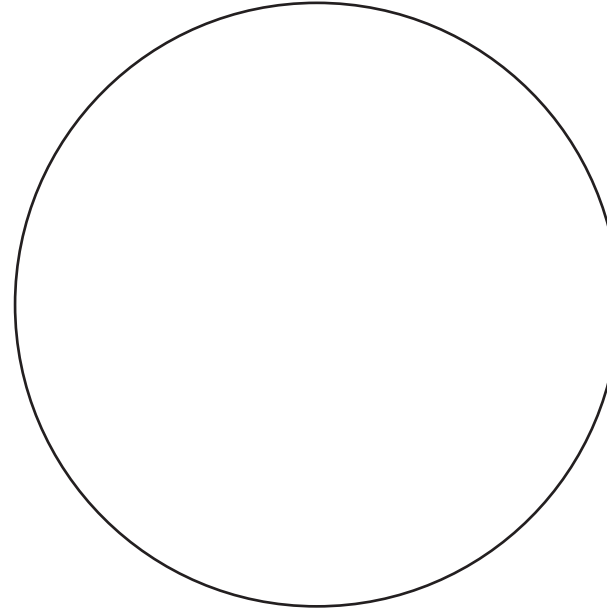


## Primary Colours

These colours should be used predominantly within the Salt branding.



**C: 80 M: 2 Y: 11 K: 0**  
**R: 0 G: 173 B: 216**  
**HEX: 00ADD8**  
**Pantone: 638 C**

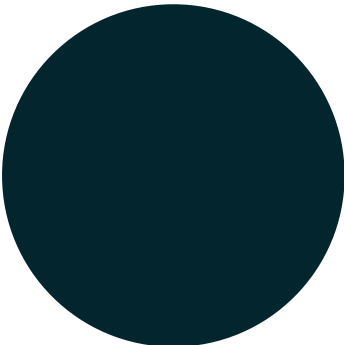


**C: 0 M: 0 Y: 0 K: 0**  
**R: 255 G: 255 B: 255**  
**HEX: FFFFFFFF**  
**Pantone: N/A**

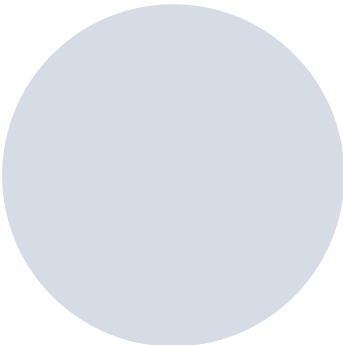
# Secondary Colours

This range of colours was established to supplement the primary colours. The colours are designed to complement each other; they may be placed next to each other, but not on top of one another.

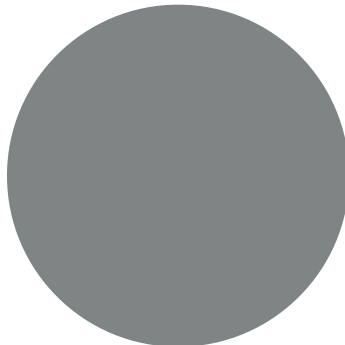
There are two shades of grey, the lighter one was chosen to work well next to Salt blue and the darker one was chosen to work well next to the other shades of blue.



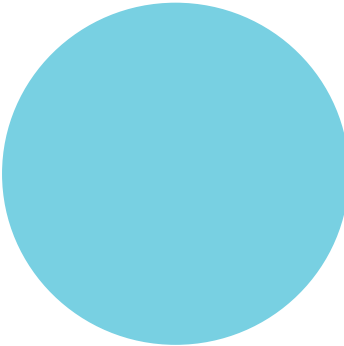
**C:** 95 **M:** 63 **Y:** 56 **K:** 68  
**R:** 9 **G:** 42 **B:** 48  
**HEX:** 092A30  
**Pantone:** 546 C



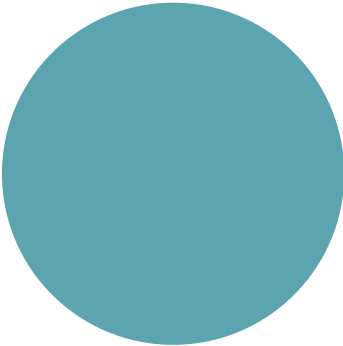
**C:** 15 **M:** 9 **Y:** 6 **K:** 0  
**R:** 223 **G:** 227 **B:** 235  
**HEX:** DFE3EB  
**Pantone:** 656 C



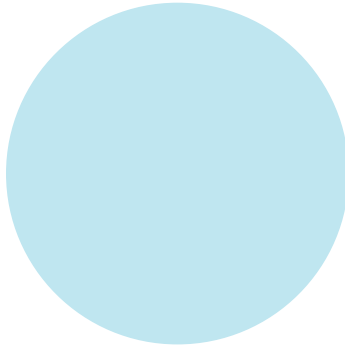
**C:** 47 **M:** 36 **Y:** 36 **K:** 15  
**R:** 138 **G:** 140 **B:** 140  
**HEX:** 8A8C8C  
**Pantone:** 423 C



**C:** 48 **M:** 0 **Y:** 10 **K:** 0  
**R:** 138 **G:** 210 **B:** 230  
**HEX:** 8AD2E6  
**Pantone:** 636 C



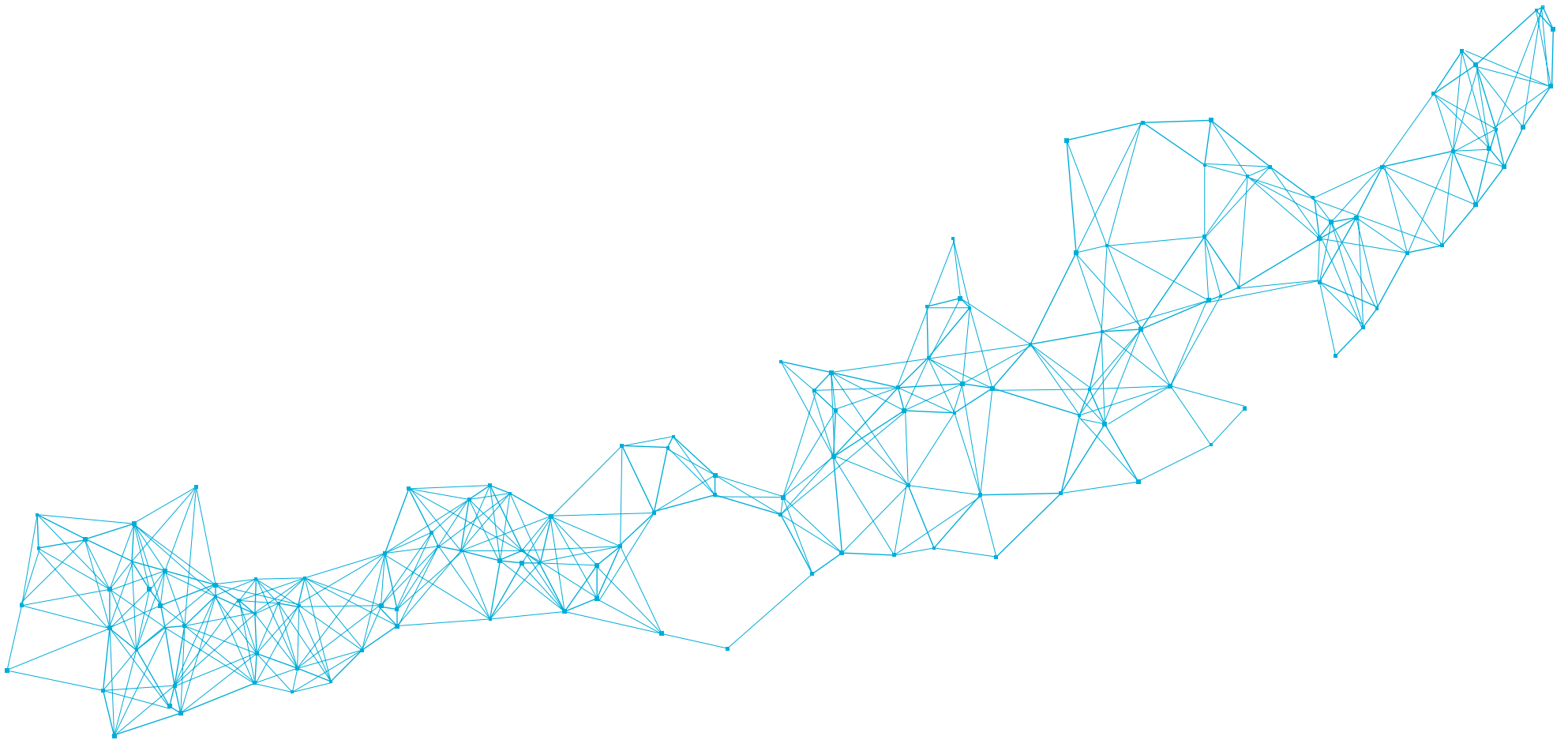
**C:** 63 **M:** 18 **Y:** 27 **K:** 2  
**R:** 100 **G:** 168 **B:** 180  
**HEX:** 64A8B4



**C:** 23 **M:** 0 **Y:** 5 **K:** 0  
**R:** 206 **G:** 234 **B:** 243  
**HEX:** CEEAF3

## Particle Effect

Particle effects are used across the website and for both printed and digital collateral. This reinforces the brand identity and helps retain synergy across all mediums.



## Type Usage Guidelines

The guidelines on this page and the next are for A4 documents. Where appropriate, font sizes may go against these guidelines, for example for artistic effect or on larger documents. For PowerPoint type guidelines, go to page 38.

### Larger titles

Larger titles can be used sometimes for effect, most often on title pages or pages that do not contain a lot of information. There is no specific size for larger titles.

### Main titles

Font: Proxima Nova Bold

Point size: 40pt

Colour: Salt Blue on white or white on colour

### Headings

Font: Proxima Nova Bold

Point size: 18pt

Colour: Salt colour on white or white on colour

### Subheadings

Font: Proxima Nova Regular

Point size: 14pt

Colour: Salt colour on white or white on colour

### Body Text

Font: Proxima Nova Regular

Point Size: 10pt

Colour: Black (tint:85) on white or white on colour

Leading: 14pt

# Larger Title

## Main Title

### Heading

### Subheading

Body text

**Bold text**

Light text

Bold text can be used for emphasis where appropriate and light text can be used as a substitute for traditional italicised type.



# Photography





## Photography Style

When it comes to deciding the sort of photo's we want to use through our social media channels and with our logo, we go for photos that are bright and vibrant but have a good proportion of blue in them, please see examples below



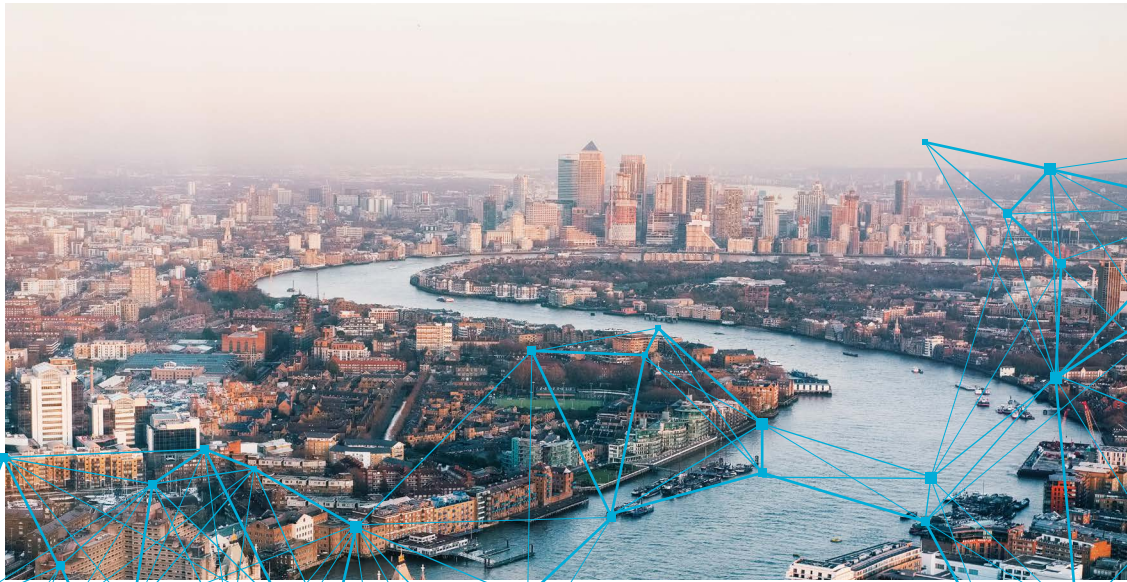
## Photo Sourcing

When it comes to sourcing images to use on our social media channels and various assets we are very careful where we get these from as we don't want to run into any copyright issues, this is why we make sure that everyone is the business only source photo from the sites we recommend, they can be seen below:

- [www.unsplash.com](http://www.unsplash.com)
- [www.pexels.com](http://www.pexels.com)
- [www.pixabay.com](http://www.pixabay.com)

## Photography and Particles

The particle effect can be used across photography in some cases, for example social media banners. Please ask for confirmation from Joshua Ashley or Ann-Marie Oppenheimer to do this.



salt™