



BRIGGS



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Section 01

1.1 Introduction

Briggs' of Burton is an international brand and this needs to be reflected across all communication.

To show the full scale of Briggs and its products there must be consistency across all communications.

These guidelines show what material to use and how to use it when creating sales and marketing collateral.

The name

In official documents and collateral, the Company must always be referred to Briggs of Burton in the first instance. Thereafter it may be referred to Briggs for short.

Section 01

1.2 Our brand values

Articulating what Briggs' stands for as a brand.

Rational brand values

'the Briggs' brand purpose'

- // Engineering experience and knowledge
- // Project management
- // Health and safety
- // Process engineering
- // Automation and control
- // Manufacturing
- // Quality solutions and safe delivery
- // International project execution

Emotional brand values

'how Briggs connects with clients on an emotional level'

- // Proud company with a long heritage
- // Trustworthiness
- // Honesty

Emotional brand values

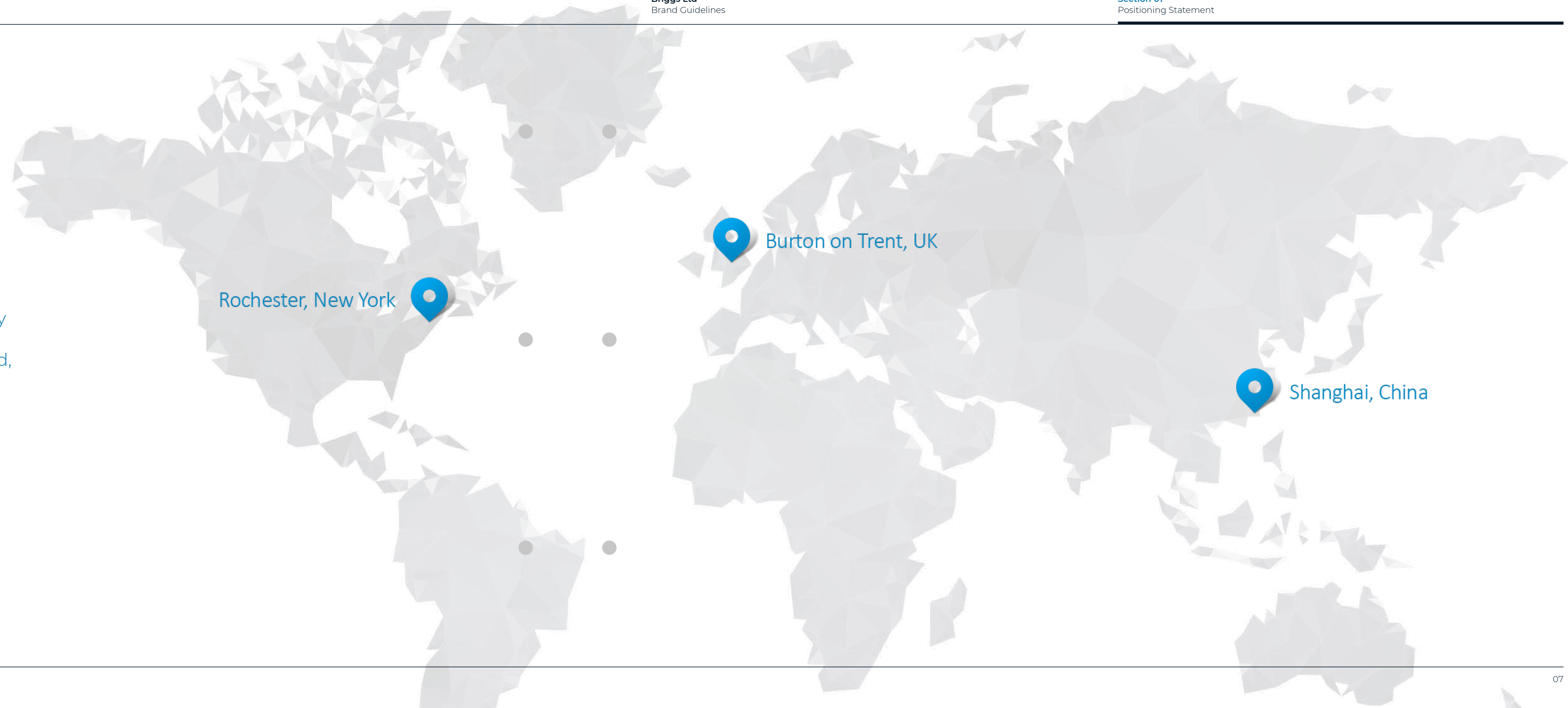
'what is feels like to work with Briggs'

- // Flexible approach
- // No sales personnel
- // We deliver what we promise
- // Premium advice

Section 01

1.3 Positioning statement

Briggs is a specialist process engineering company with a long heritage and international reach that delivers the most appropriate solutions for the food, beverage and pharmaceutical industries.



Section 01

1.6 Briggs master logo

Briggs master logo



Alternative logo



Primary colour palette



C86 M43 Y13 K1
R0 G120 B173

#0078ad



C100 M82 Y53 K74
R0 G23 B38

#0a1825



C100 M54 Y25 K52
R0 G59 B90

#003b5a

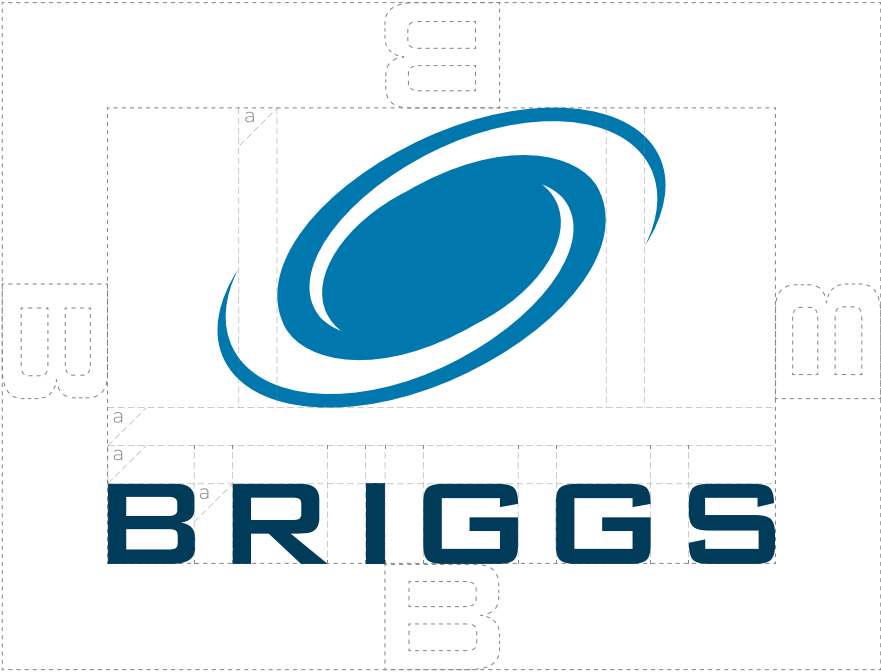


C25 M19 Y20 K2
R199 G198 B197

#c7c6c5

Correct usage of master logo

Leaving the correct amount of space



Leaving the correct amount of space around the Briggs logo is vital in maintaining brand visibility. Use the height of the letter 'B' to ensure the logo appears crowded.

When the logo is to be used on a blue background. Please use a suitable 'Reversed Out' logo. You are aiming for maximum contrast and visibility of the logo.

Reversed out



Incorrect usage of master logo

Examples of incorrect usage



- 1. Do not change the colours of the logo.
- 2. Do not rearrange the layout of the logo.
- 3. Do not add any treatments or effects to the logo.
- 4. Do not alter the typeface of the logo.
- 5. Do not place the logo on any similar coloured background (please refer to the previous page for information on how to use the logo on a blue background).

- 6. Avoid all busy backgrounds and never use the Briggs logo to create patterns.
- 7. Do not change the angle of the logo.
- 8. Do not use gradients on the logo.

Section 01

1.7 Briggs divisions



BRIGGS
BREWING



BRIGGS
DISTILLING



BRIGGS
FOOD



BRIGGS
PHARMA



BRIGGS
BIOTECH



BRIGGS
INDUSTRIAL



Section 01

1.7 Brewing

Briggs Brewing logo

BRIGGS BREWING

Alternative logo

**BRIGGS
BREWING**

**BRIGGS
BREWING**

Primary colour palette



C3 M65 Y98 K0
R232 G114 B16

#e87210



C100 M82 Y53 K74
R0 G23 B38

#0a1825



C100 M54 Y25 K52
R0 G59 B90

#003b5a



C25 M19 Y20 K2
R199 G198 B197

#c7c6c5

Section 01

1.7 Distilling

Briggs Distilling logo

BRIGGS DISTILLING

Alternative logo

BRIGGS
DISTILLING

BRIGGS
DISTILLING

Primary colour palette



C21 M51 Y62 K10
R191 G131 B96

#bf8360



C100 M82 Y53 K74
R0 G23 B38

#0a1825



C100 M54 Y25 K52
R0 G59 B90

#003b5a



C25 M19 Y20 K2
R199 G198 B197

#c7c6c5

Section 01

1.7 Food

Briggs Food logo

BRIGGS FOOD

Alternative logo

BRIGGS
FOOD

BRIGGS
FOOD

Primary colour palette



C0 M26 Y100 K7
R239 G184 B0

#efb800



C100 M82 Y53 K74
R0 G23 B38

#0a1825



C100 M54 Y25 K52
R0 G59 B90

#003b5a



C25 M19 Y20 K2
R199 G198 B197

#c7c6c5

Section 01

1.7 Pharma

Briggs Pharma logo

BRIGGS PHARMA

Alternative logo

**BRIGGS
PHARMA**

**BRIGGS
PHARMA**

Primary colour palette



C78 M11 Y31 K0
R0 G163 B178

#00a3b2



C100 M82 Y53 K74
R0 G23 B38

#0a1825



C100 M54 Y25 K52
R0 G59 B90

#003b5a



C25 M19 Y20 K2
R199 G198 B197

#c7c6c5

Section 01

1.7 Biotech

Briggs Biotech logo

BRIGGS BIOTECH

Alternative logo

BRIGGS
BIOTECH

BRIGGS
BIOTECH

Primary colour palette



C60 M0 Y100 K0
R118 G188 B33

#76bc21



C100 M82 Y53 K74
R0 G23 B38

#0a1825



C100 M54 Y25 K52
R0 G59 B90

#003b5a



C25 M19 Y20 K2
R199 G198 B197

#c7c6c5

Section 01

1.7 Industrial

Briggs Industrial logo

BRIGGS INDUSTRIAL

Alternative logo

BRIGGS
INDUSTRIAL

BRIGGS
INDUSTRIAL

Primary colour palette



C47 M27 Y22 K16
R134 G152 B165

#8597a5



C100 M82 Y53 K74
R0 G23 B38

#0a1825



C100 M54 Y25 K52
R0 G59 B90

#003b5a

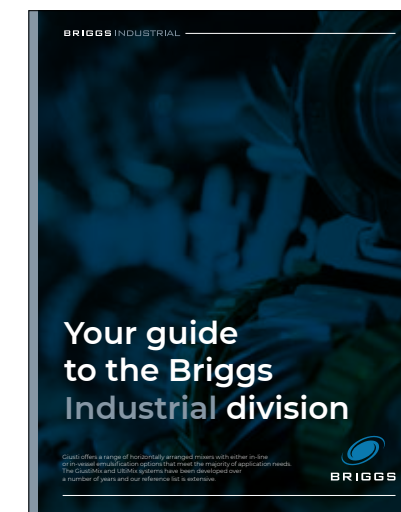
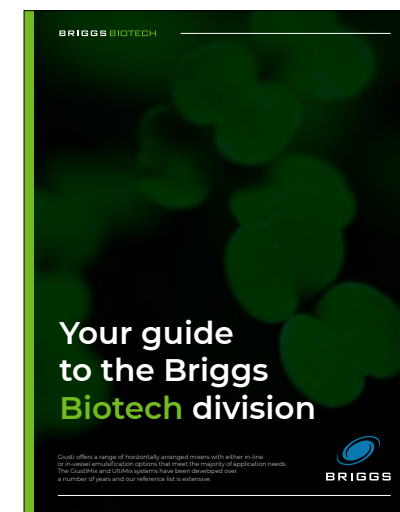
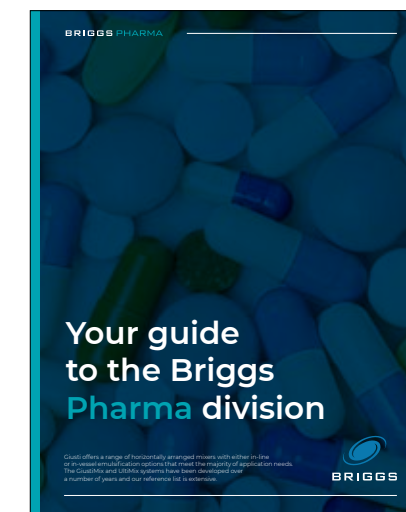
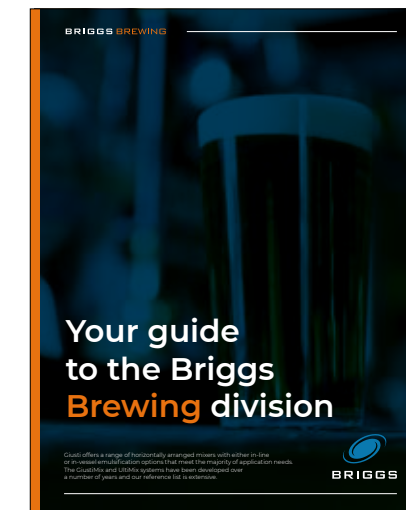


C25 M19 Y20 K2
R199 G198 B197

#c7c6c5

Section 01

1.7 Brand in use



Section 01

1.8 How to correctly use typography

Typeface

- **Montserrat** 22pt **Bold**
- **Montserrat** 22pt **Semibold**
- Montserrat 22pt Regular
- Montserrat 22pt Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()

Usage

Montserrat is to be used across all Print and Web mediums. A full Font Family will be provided with this document. If for any reason this is no longer accessible, Montserrat is available online as a Google Font.

Microsoft Typeface

- **Arial** 22pt **Bold**
- Arial 22pt Regular

Usage

Arial is only to be used when producing brand materials in Microsoft Word or Powerpoint.

Section 01

1.9 Secondary logos

ZeroHarm logo



ZeroHarm alternative logo



Group logo



Group alternative logo



Section 02

2.1 Stationery

Letterheads

A template for the letterhead will have been supplied to you in a Word document format.



Mrs Jane Smith
123 Street Road
Townsville
Chesterfield
S40 13Y

Dear Jane,

Ro voluptis dio expel il explab illenda nimaghi endipit officio. Ducit hariore ptatae cus exces estatia quam, qui omnos sinus magniet pa illabo. Oles quibus quatit aspis moiam unt omniatqui omniencia magniatumque nobis moditat quis estione moquidet nossedicit, sam qui con eos volorem quidell aptatum lum recupta quis endae nobis quo tempor recta necero veliciae ctendit, testi dolorporeped quae porerib erferum quatit nsequam, stiliae siminhiic tem sinusam in sinhiot offictur sus et qui dolum re nis aut quanturetem nonied quam quodi omnimus comed moluptatias apit qua pos audandiae volupiaecto consequam rechi ut alite consero magnisi ri nossectae volupta eperumqui cusam eatibusanto idissunt eos seque omnihiiclenim alibusda qui omnihiil mod mo eos maximus eaquamusae nonsequis endisqui dolore nobitas restiam uliam ipsant.

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Nate nobis cus eosus ipsum ullorentur, eum ent la vololibust, cum allitat voloreperi qui core moditec tempori oruptasim aut et dolupta tistatqui occae. As nos que doloria peris in res duoiragnis mossunt offic totatem et volupic imaxim lum volupiti doliit ails molopore sa culparum eum fugitia libere quam essequi officat magnate dolorum ullupturis dolecta turerem estrum hiluptia verim desti ut aut eveil molorem il in exesit, sant rehenda eperro eum cus, et pori voluptas quo con parci cum ipis aut lum doluptatiam enia isquasim in perorum quatit iunte rem et ende lume nonied maximo veles est quidem occupatum fuga. Dolupta speliatem que prae estota acerrum rectatem doluptaerio quatit unibus aut ad que ped que cus aut eosaeimatem inus autem repudae esed et id que que volupta volendam que pro molonio quid molioriaestem autet allitun totatur autamet que que labor sim secatu repuiam et voluptata que est ut id quam conse doloria quatit volirunde nist, odis et re quundan daectatur, consendem.

Omnihiite pro cuptae. Nam qui dolori omnos rae pedias illicquie venimus qui num quis ut dolorem quas dolorem tiusdandam rerit eum sitae duntis ipsum qui ius es ewerspis porio. Apis as mo berum elestis aut perspic lenesseque ipsam quam qui volupiat quatate plique erchiti a conse non nis acietur emolum qui surmquatqua eum, saperio et lum uni volore que volumere cor sitem quatit volopore repuditia doluptatur, comisc. Ilupta nit es estati a corporis rest fugia que se dolore iam consequae sim laut in piacculpa quia quidem il in exes et utem velestem. Nequiderovit ea nam cuptatquam qui cones iur si con et volupta estas alisim quatit restiat emquae.

Briggs of Burton PLC
(Head Office)

Briggs House
Derby Street
Burton on Trent
Staffordshire
DE14 2LH
United Kingdom

Briggs of Burton, Inc.

400 Allpark Drive
Suite 400
Rochester
NY 14624
USA

Briggs of Burton Asia

Briggs House
Derby Street
Burton on Trent
Staffordshire
DE14 2LH
United Kingdom

Section 02

2.1 Stationery

Business Cards



John Smith
Job Title
Accreditations



T +44 1234 567890
E John.Smith@briggsplc.com
www.briggsplc.com

Standard sized business card, (85 x 55mm)

To ensure consistency, all type on the cards should be kept left aligned.

The names should be in **9pt.**

The titles should be in **7pt.**

Accreditations should be in **5pt.**

And the relevant contact details should be in **7pt.**

Pens



Please ensure on all print materials or merchandise that you are adhering to the correct spacing for the logo.

Sonia Ganatra
Marketing Analyst
MSc Cert DDM

+44 1283 566661
Sonia.Ganatra@briggsplc.com

Section 02

2.2 Health and safety clothing

Safety Helmets



The Briggs logo should be placed at the center of the helmet.

If the helmet is a light colour, for example white or yellow, use the standard blue logo.

If the helmet is a dark colour, for example red or green, use the inversed white logo.



Clothing

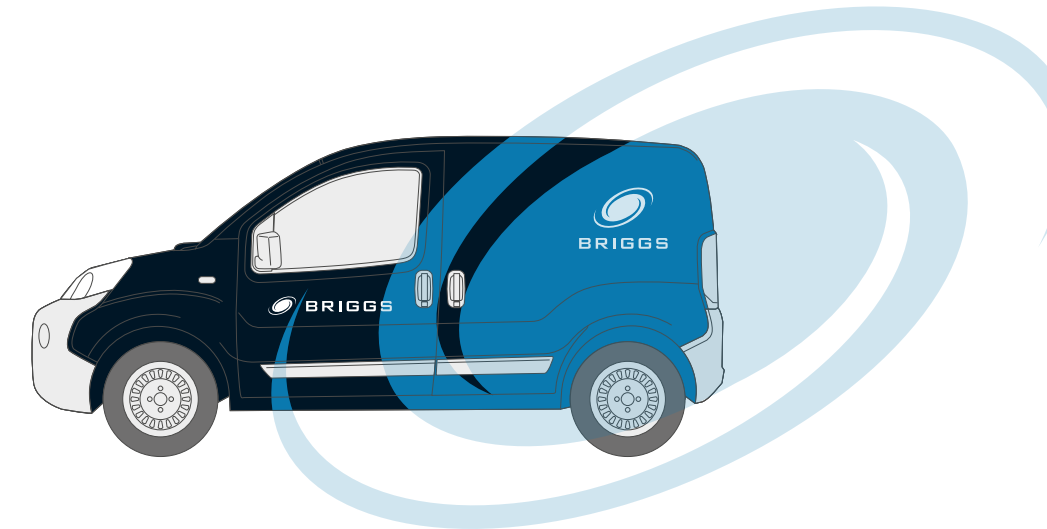
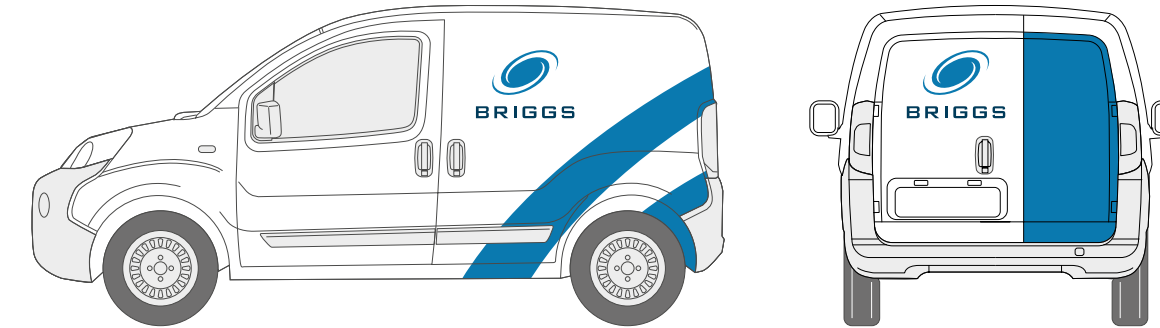


High Visibility



Section 02

2.3 Equipment and livery





RAL colour references



RAL 5011



RAL 5012



RAL colour references



RAL 5011



RAL 5012

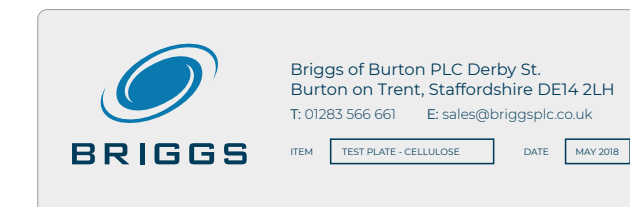
Section 02

2.3 Equipment badges

Enamel Badge



Name plate



Vinyl



Section 03

3.1 Getting our imagery right

Correct use of imagery

Getting imagery right



Getting the imagery correct is paramount to delivering the Briggs message with impact.

Incorrect use of imagery

Examples of incorrect usage



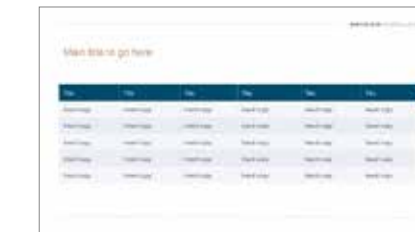
Incorrect use of imagery can result in the brand's message being lost or not being taken seriously. Please refrain from using any posed images. Please avoid illustrative styles, computer graphics etc.



Section 03

3.2 Powerpoint

Powerpoint template



Creating effective Powerpoints can, at times, be difficult due to the software's restrictions. To help make sure we are creating consistent and striking documents, a Master Deck has been created.

Please ensure that you are using the master templates to create your Powerpoint document. This will ensure consistency throughout your work.



Section 03

3.3 Website

Website



Section 03

3.4 Social media

LinkedIn Cover photo and Display picture



The cover image for LinkedIn is required to be as versatile as possible. Make sure you use little to no text at all. This will ensure it still works across all devices and screen sizes.

LinkedIn template



A template has been supplied with these guidelines. To ensure consistency, place the required image into the placeholder area.

When finished, go to File > Save as Pictures to create a JPG at the size 1400px x 800px.



