



Branding Guidelines

August 2020 - Version 1

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The Print Papa identity is widely recognised and trusted by the public. It is the asset brand for our business, and must be applied correctly and consistently.

The Print Papa identity can and should be used:

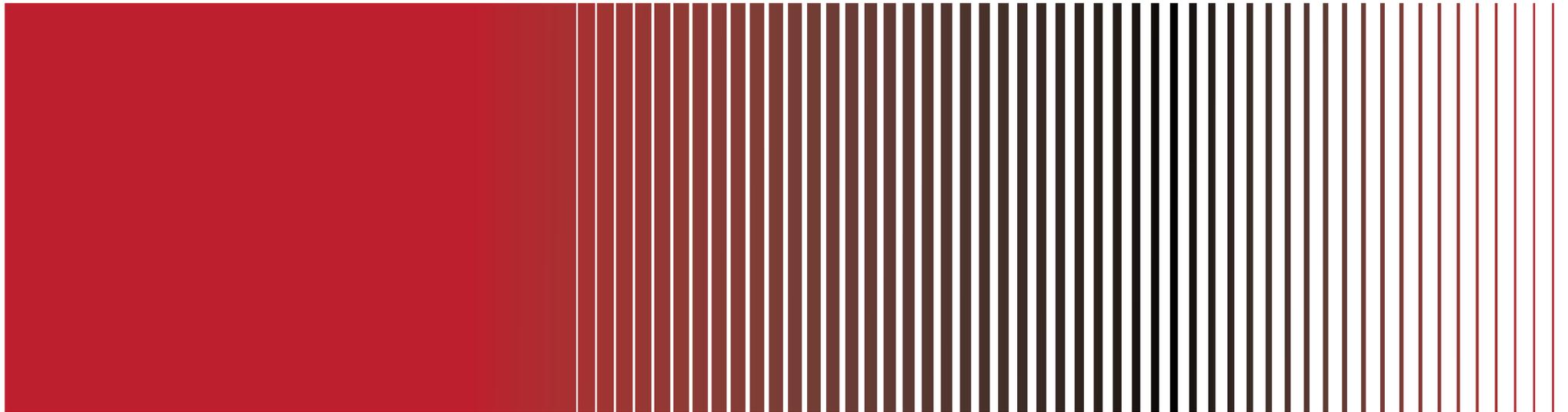
- On all high profile public campaigns and communications across the B2B sector
- For internal departments and agency activity.
- When an affiliate partner requires an identity but does not warrant the investment in creating one
- Where a service or campaign may have greater credibility if it is seen to have the support of our brand.
- As an endorsement of affiliate UK programmes and initiatives

Details of exceptions can be found in these guidelines.

Related guidance and resources are available at <https://printpapa.co.uk/branding/>



Logo's



Modern Logo

Our traditional logo is made up of 2 elements:

The Print Papa Face and Organisation Name.

A. Modern logo (Landscape)

This logo should be used wherever possible. Our traditional logo (see page 6) will sometimes be more appropriate for layout or accessibility reasons.

All identity artwork, in a variety of file formats, is available from

<https://printpapa.co.uk/branding>



A. Modern logo (Landscape)

Traditional Logo

Our traditional logo is made up of various elements:

The Print Papa Face & Body, Printing Press and the organisation name.

B. Traditional logo (Landscape)

This logo can be used as an alternative to the modern logo (see page 5). Although the modern logo is our new and preferred option, sometimes this may be more appropriate for layout or accessibility reasons.

All identity artwork, in a variety of file formats, is available from

<https://printpapa.co.uk/branding>



B. Traditional logo (Landscape)

Colour Variations

Never place the logo in a box of colour to make it stand out. Your background colour will dictate which version of the logo you use. You must only use the 4 colour background which are on the right hand side of this page.

White background

When placing the logo on a white background, use either the modern or traditional logo (see pages 5 and 6).

Colour background

You must only use the 4 logo layout and background colour combinations on the right hand side of this page.



Logo Prohibitions

The configurations of the logo must never be altered in any way.

Always use the identity artwork provided.

Please see pages 5 and 6 for details of appropriate logo use.



Co Branding

You must obtain express written permission to use our branding alongside your co-branding. And we must be able to clearly distinguish that you are not acting on our behalf.

Example of Co-Branding:

You must use one of the terms below, and the layout should be as per the example on the right hand side.

1. In association with
2. Proudly affiliated with
3. Affiliate member of

Additionally, the text must be above the logo, not underneath as per the example provided on the right.

B. Printed Matter

In addition to the above, if your co-branding is on printed material, it must be along a white strip along the bottom, as per the example on the right.

Proudly affiliated with



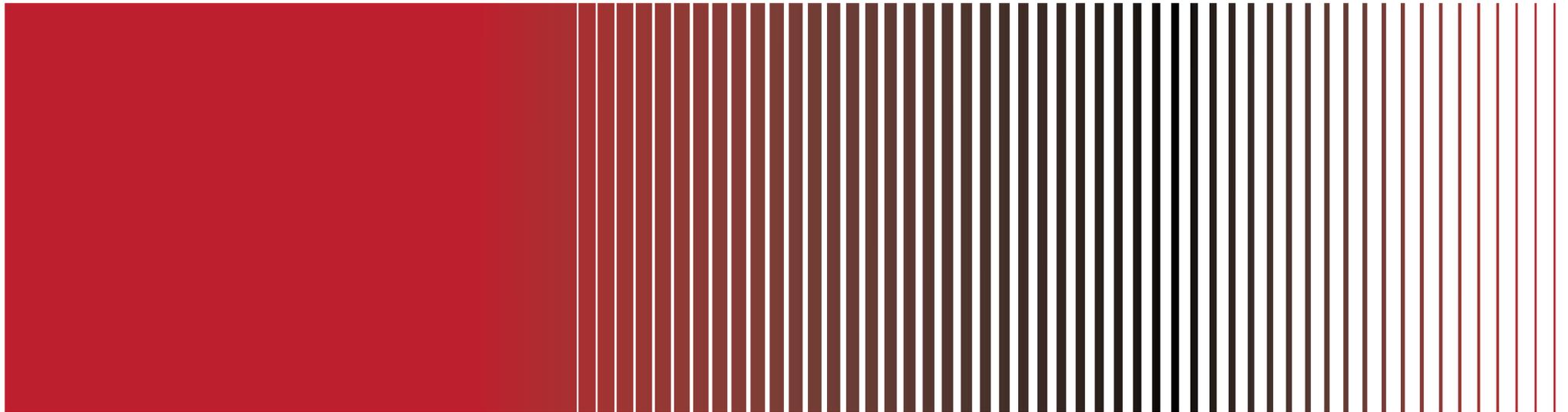
A. Positioning of text.



B. Printed Matter (Portrait)



Branding Elements



Colour Palette

A classic and broad colour palette supports the identity.

Our primary colour is Pantone 7621c. Each colour can also be used in tints of 20%.

Always use the correct Pantone® colour references or their CMYK, RGB or web hex equivalents shown below. CMYK, RGB and web hex breakdowns are taken from Adobe Photoshop (Pantone®solid coated).



Typography

Our main typeface is Myriad Pro.

Consistent presentation of our type style and hierarchy reinforces clarity and professionalism. Illustrated here are the most common type styles used.

Whenever possible keep to these style sheets to ensure that the identity is used consistently.

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 ()!@£\$%&

Photography

Photography and any stock images you use should be selected carefully and illustrate the correct target audience. Stock images should be corporate and reflect professionalism.

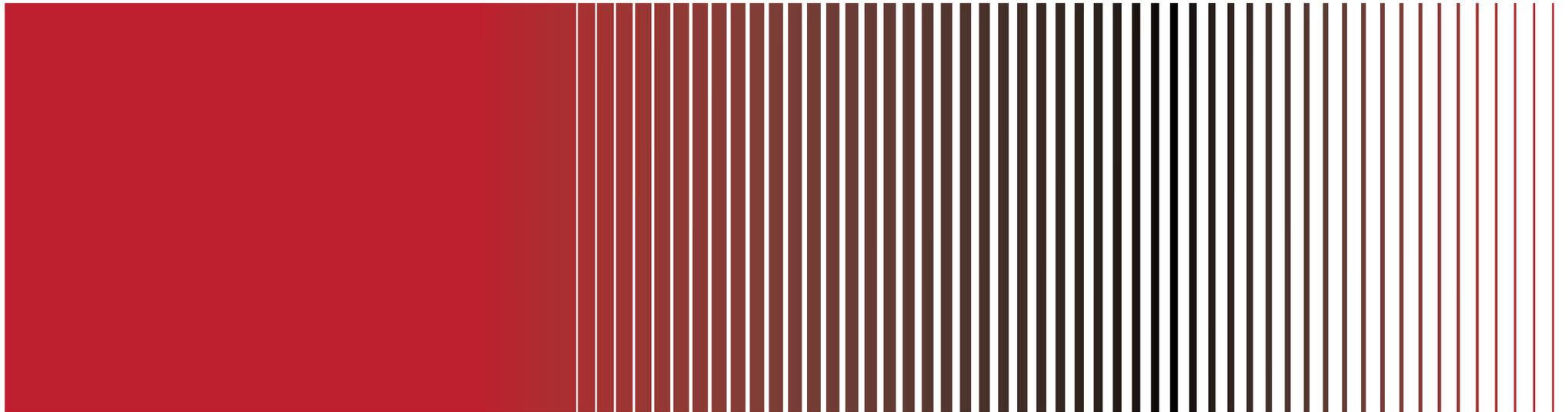
Reflect diversity by showing people from a range of ethnic backgrounds and age groups, including a cross-section of different businesses.

Ensure that you have the licensing and rights for all photography and images used.





Restrictions



Trademark

Print Papa™ and the PrintPapa® Logo is a registered intellectual property trade mark of Papa IP Limited.

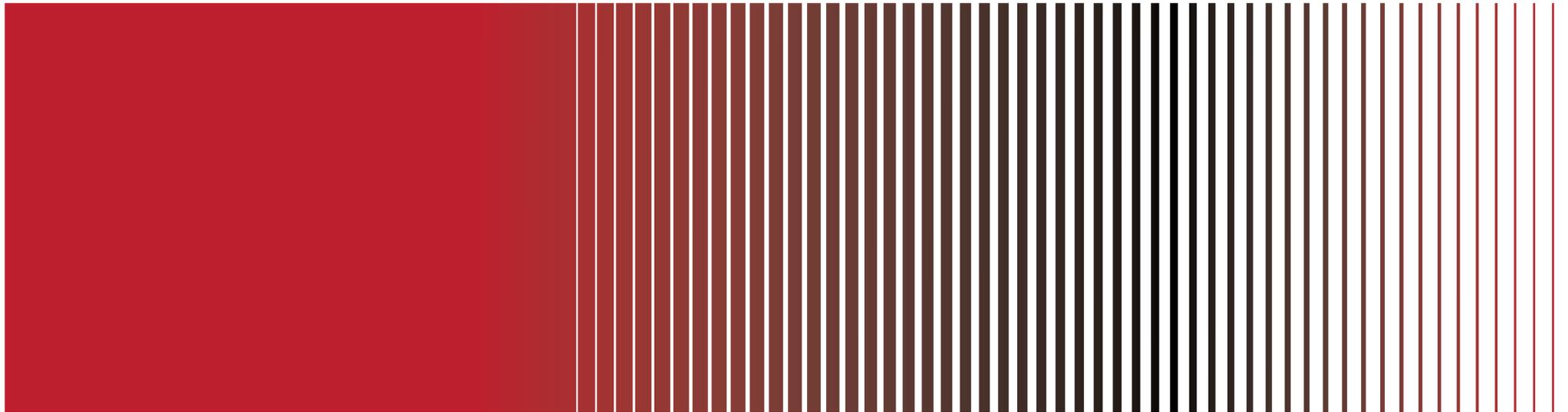
Any unauthorised reproduction against our branding guideline is strictly prohibited.

Offenders may be prosecuted for breaching civil infringement law (Section 95 of the Trade Marks Act 1994).





Media & Press



Article Publishing

When writing your article you must ensure that your material is presented both complete and correct. Your work may appear in various formats both as printed material or online.

You must not use our company name or branding in any non-factual or incomplete articles.

If you have any doubt, or cannot prove your article is correct and complete; you must contact us via our website to seek express written permission before submission.



Contacts & Artwork

Templates can be obtained from
printpapa.co.uk/branding

For specific artwork enquiries please
email our studio direct at
artwork@printpapa.co.uk

For further guidance on exemptions,
and general support please email us at
support@printpapa.co.uk

To speak to somebody at the office you
can call us Mon-Fri (9am-5pm) on
0330 113 0107