

**Phew**  
Potential Realised

# **Brand book & style guide**

How to express the Phew brand  
in everything that we do

# How to use this brand book & style guide

This guide contains easy-to-follow rules to help us easily talk to and work with our clients and suppliers more consistently.

It's all part of ensuring we always deliver an exceptional experience to our audience.

If you have any questions or need to check anything about working with the Phew brand, please contact:

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# Phew Internet

## Value Proposition

Realise your business' full potential

Our dedicated, experienced team can help you;

- **ENGAGE** with your stakeholders
- **SOURCE** new customers
- **INCREASE** your sales

The passion and commitment we have for each of our clients means we never stop challenging ourselves to find the best possible solution.

## Vision

Our vision is the driving force behind every decision we make at Phew, challenging us to achieve continuous improvement and profitable growth for both us and our clients.

We are dedicated to delivering exceptional work that helps our clients realise their business' full potential. We can provide their entire digital solution - from strategy and insight, through to digital assets, content, campaigns and solutions to solve common sector specific requirements. Our passion and commitment to clients mean we constantly strive to deliver expertise and customer care as truly 'Best in Class'.

Supporting our team members is important to us; through encouragement, rewards and investing time in their career development we enable them to be the best that they can be.

At Phew we never stop seeking new technologies and ways to deliver solutions to our clients' problems.

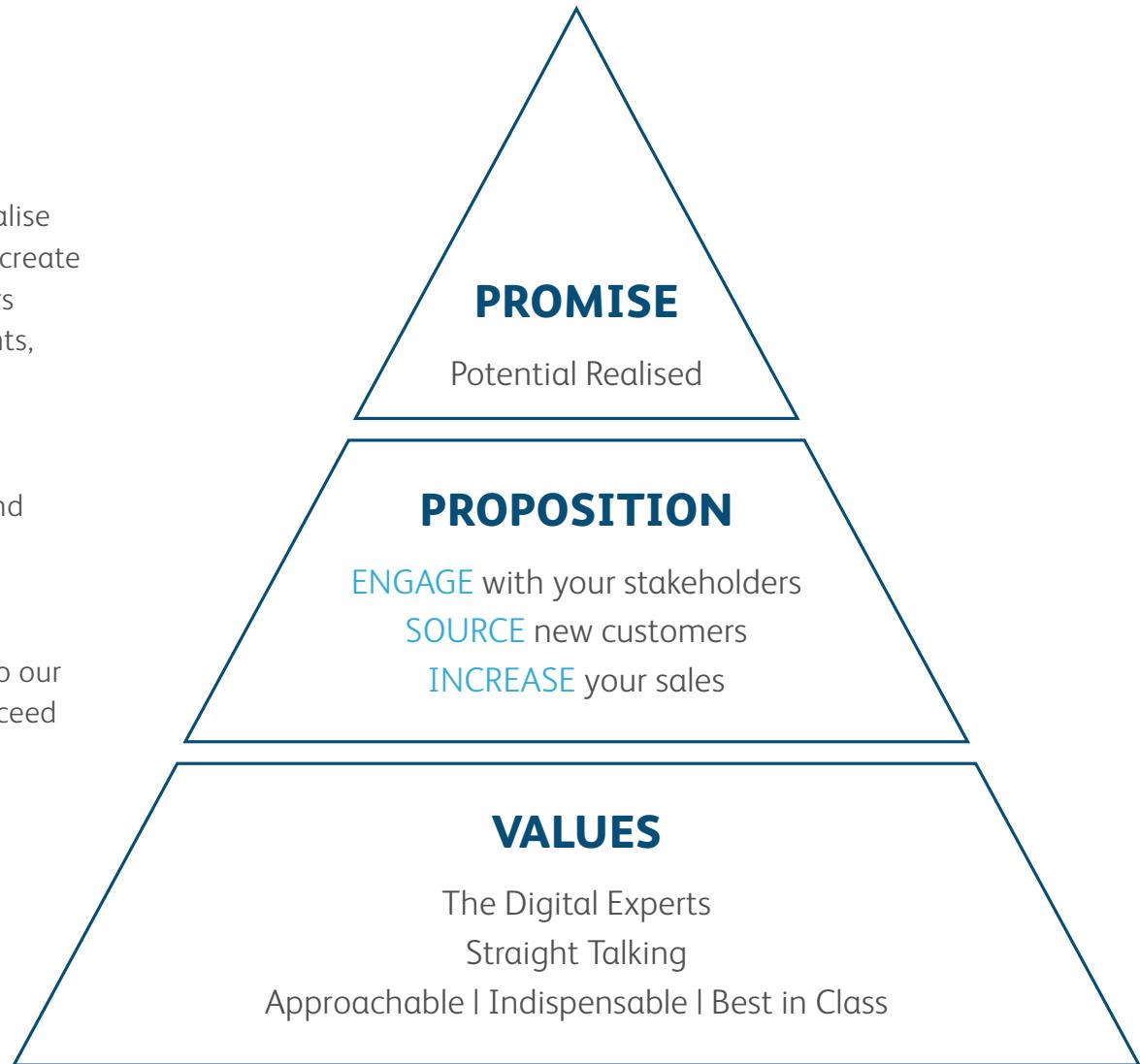
# The Phew Brand

## Mission

Founded in 2001, Phew is dedicated to helping clients realise their business's full potential by delivering solutions that create engaging user experiences, convert browsers to customers and build long lasting customer relationships for our clients, increasing their growth in revenue and profitability.

We are specialists in the public sector, health and youth markets but work with businesses from both the public and non-public sector who are seeking digital excellence.

We are continually striving to achieve excellence through integrity and innovation. Our passion and commitment to our clients, colleagues, partners and stakeholder mean we exceed expectations and deliver an exceptional level of service.



# Our Brand Values

Our brand values are at the core of everything we do at Phew. They ensure we deliver our vision and maintain our market leading position.

## At Phew we strive to be:

### **The Digital Experts**

Constantly seeking and exploring new digital technologies, we ensure that we are delivering online experiences for our clients and their audiences in the best possible way. We pro-actively challenge ourselves and our clients to get the best result possible.

### **Indispensable**

Our clients trust us and rely upon us to be an extended part of their team. We are a trusted partner that ensures that they meet and exceed their goals. By working together in an enthusiastic and supportive way we make sure our client gets the best experience possible.

### **Straight Talking**

We are straight talking and direct in all of our communications, avoiding the use of any confusing jargon. By providing clients with all the facts and solutions we can ensure them an improved end result and if things do go wrong, we have the solutions to put them right.

### **Approachable**

We are a passionate, approachable and professional team who aim to have open and free dialogue with our clients and suppliers. By supporting our clients and each other, we help everyone to unleash their potential and be the best they can be.

### **Best in Class**

We take great pride in delivering client care that is second to none. Our understanding of and dedication to our business processes challenge us to strive for continuous improvement each and every day.

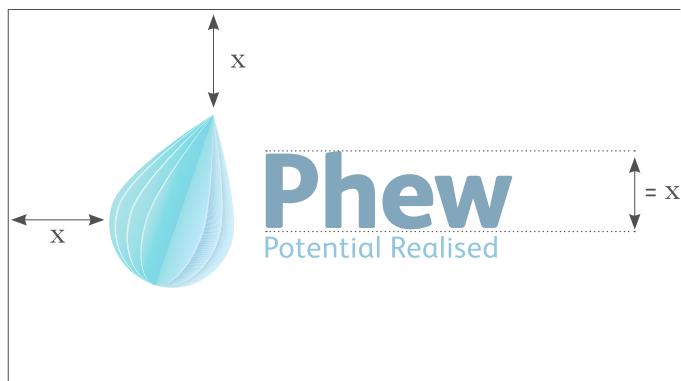
# Our Visual Identity & Logo

Our brand's building blocks...

## The Phew Logo

Position specification:

Logo to be in the top left of every page. The top margin and left hand-side margin should be no less than the height of X.



The logo may be used at the top right of a Powerpoint slide to allow for more space, templates for this are available.

## Correct use of logo



## Incorrect use of logo



Do not stretch/squash, rotate, or place over a picture/pattern. It should not be covered, or obstructed by any other object. It should never be de-constructed or shown without the strapline.

# Our Visual Identity & Logo

## Colours

### Primary



**Dark Blue**

C100 M70 Y30 K15 | R0 G78 B120 | #004E78



**Light Blue**

C68 M15 Y4 K0 | R58 G171 B217 | #44ABD9



**Dark Grey**

C0 M0 Y0 K83 | R81 G81 B83 | #515153



**Black**

C0 M0 Y0 K100 | R0 G0 B0 | #000000



**White**

C0 M0 Y0 K0 | R255 G255 B255 | #FFFFFF

### Secondary



**Mid-dark Blue**

C83 M47 Y0 K0 | R33 G121 B191 | #2179BF



**Very Light Blue**

C16 M2 Y0 K0 | R209 G232 B248 | #D1E8F8



**Light Grey**

C20 M14 Y23 K0 | R204 G205 B192 | #CCCDC0

# Our Visual Identity & Logo

## Typeface

### Primary

**FS Albert Extra Bold**

**FS Albert Bold**

FS Albert Regular

*FS Albert Regular*

FS Albert Light

*FS Albert Light*

FS Albert Thin

*FS Albert Thin*

### Secondary (Web)

**Calibri Bold**

***Calibri Bold Italic***

Calibri Regular

*Calibri Italic*

Calibri Light

## Text

## Main Headings

(FS Albert Extra Bold – Dark Blue)

## Sub-headings

(FS Albert Bold – Light Blue)

## Text

(FS Albert Light – Dark Grey)

The primary font should be used whenever possible, primarily by design agencies and where font availability allows.

The secondary font is to be used in documents created within Microsoft Office software, and also within emails and online.

# Imagery

## Images

All Phew website and publication images (with the exception of blog images) to be of similar style to below – theme of wooden creations.



Images are not to be stretched or squashed.



## Icons

Icons to be simplistic, utilising Phew Dark Blue, Phew Light Blue and White (where applicable).



# Communication

## Tone of Voice

The way a company talks to its customers goes a long way to creating a lasting impression of that brand.

Our tone of voice is the way we do this and includes what we say and the way we say it.

To be authentic and credible we need to be consistent in our tone of voice.

Our tone of voice is influenced by our vision and brand values. All of our communications should be the following:

- consistent with all other Phew messaging
- simple and easy to understand with no technical jargon
- personal and relevant to the specific audience
- non-repetitive
- concise
- flowing
- confident and clear.

## Examples

### Example 1

Correct:

*'We take great pride in delivering client care that is second to none'.*

Incorrect:

*'We are quite good at looking after customers'.*

### Example 2

Correct:

*"There appears to be a small issue on your website as the menu is appearing behind the image instead of in front of it. I will fix this now by bringing the menu to the front of the page".*

Incorrect:

*"There is a malfunction with your website, the z-index is the wrong position. I will move it now".*

# Communication

## Writing Tips

### A Quick Checklist:

#### **Who?**

Who is my audience and what tone is right for them?

#### **What?**

What are the main points? What message are we trying to give and what do we want the audience to do with it?

#### **Where?**

Which digital channel(s) are we using? And how/when will it reach the audience? How does it fit with the other marketing communications?

#### **When?**

When do we need them to act? Is there a deadline?

#### **Why?**

Why should the audience read this? What is their pain, problem, need or desire? How will they benefit?

### Web Tips:

#### **Easy-to-digest layout**

Our brains process text 25 % slower from the web compared to print. Use small chunks of text with clear subheadings to help the reader understand and retain the information.

#### **Structure**

Due to text being harder to read online people will sometimes just scan read or only read the first paragraph. Ensure all the important information is at the start, 'above the fold', then follow with the additional information.

#### **Write to be found**

Search-ability is key for web writing. Consider what words people will use to search online and try to include them. Be careful not to overuse the same word or phrase.

# Communication

## Layout & formatting

This guide applies to layout and formatting. For formal structure of documents please refer to the Quality Management Manual.

### Line spacing

It is easier to read documents when the words aren't packed close together. Set the line spacing to '1.5 lines' on Microsoft Word.

Set your documents to 'align left' not 'justify' as this causes general issues with clarity. It can also be extremely difficult for some dyslexic people to read justified text.

### Abbreviations, acronyms & jargon

These should be avoided where possible, but are acceptable where there is industry-wide standards. These should be spelt out in full in the first instance and then referred to only by the acronym afterwards, For example: Search Engine Optimisation (SEO). Try not to overuse acronyms, especially when the audience is not already familiar with them. Always consider your audience and select a suitable level of technical terms for them. Always explain acronyms in the first instance.

### Bullet points

Long lists should be bulleted for ease of reading. Only the last point should end in a full stop.

### Dates and times

The date is written in the following way without punctuation: Monday 14 December 2015.

Please use a 12-hour clock for quoting time (e.g. '6.00pm') without a space in between numbers and 'am/pm'.

Please use a full stop, not a colon, in between numbers and use '12 noon' or '12 midnight'.

### Product and service names

These should have capitalisation on first letter of each word e.g. Procedures System.

### Exclamation marks!

Please spare your audience and use these sparingly and not to denote humour. Never use more than one per article.

# Communication

## Layout & formatting

### Numbers & percentages

Numbers should be written in words from one to ten and in numerals thereafter (11+), except in headings and sub-headings. Insert commas to act as thousand separators (e.g. '10,000' and '1,000,000'). With percentages, use a % symbol and write the numbers numerically, e.g. '20%'.

### Page numbers

These should be written as page '10 of 12'.

### Quotations

These should be presented as:

Marion Rajan, Local Safeguarding Children Board Manager at East Sussex said "Phew Internet has been a strategic partner for us for some years now, supporting the Board with its website. We're delighted .....will better enable us to convey and receive input about our work with the various audiences."

Use single quotation marks for a quote within a quote otherwise only use double quote marks (" ") for direct speech and single quotes (' ') for slang, new terms, etc. Place full stops and commas inside the quotes when quoting a complete sentence, otherwise place these outside.

### Telephone numbers

The standard format for phone numbers should not include the UK dialling code and be written as 01234 779 050. However, if the text is exclusively aimed at the outside the UK market, the international dialling code can be included +44 (0)1234 779 050.

### Web addresses

Please begin with 'www' omitting the 'http' unless necessary. In general, 'trailing slashes' at the end of a web address should also be omitted for a more even visual presentation, but please ensure that the link works as normal in a web browser first. If the web address is placed at the end of a sentence, please include a full stop at the end.

# Communication

## Rules for using PowerPoint

- The title is to be at the top of the slide but not centred
- Use a maximum of 3 typefaces (but always use our Phew typeface). Use secondary typefaces for emphasis
- Where possible always visualise the message – more images and less text. People are more likely to listen to you whilst looking at images
- Have images as large as possible and if writing text on them – minimum 24 point
- Only include supporting text when the presentation document is read in isolation from being presented and explained
- Avoid long bullet pointed lists
- Make ONE point per slide - giving each point you are making room to breathe (slides like contents/introductions/agendas/ summaries can contain more than one point)
- Draw attention to important messages by using colour.

## Common words we use and the correct formatting

- website
- email
- the Internet
- ecommerce
- URL / URLs
- smartphone
- iPhone / iPad
- catch up



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