

# Brand Guidelines

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# History

## Martek's Timeline

**2000 – Martek Incorporated**

**2001 – Martek's First Office**

**2001 – Awarded ISO9001**

**2001 – Launched MM5000**

**2001 – Launched SENTRY**

**2001 – Launched CENTURION**

**2001 – Sales of £160,000**

**2002 – Sales of £492,000**

**2003 – Launched BULKSAFE**

**2003 – Launched VECSAFE**

**2003 – Sales of £1.5m**

**2004 – Sales of 3.4m**

**2005 – Launched MariNOx**

**2005 – Winner of the 2 Queens Awards**

**2005 – Sales of £4.7m**

**2006 – Sales of £2.8m**

**2006 – Martek reaches 23 employees**

**2007 – Martek Relocated to Adwick Park**

**2007 – Sales of £3.9m**

**2007 – Martek reaches 30 employees**

**2008 – Sales of £5.5m**

**2008 – Martek reaches 45 employees**

**2009 – Sales of £6.5m**

# History

**2010 – Deployment of Epicor ERP system**

**2010 – Launched FASTCALGAS**

**2010 – Launched NAVGARD**

**2010 – Sales of £4.8m**

**2010 – Martek at 35 employees**

**2011 – Sales of £5.3m**

**2011 – Martek at 38 employees**

**2012 – Launched ABC**

**2012 – Sales of £6.9m**

**2012 – Martek at 46 employees**

**2013 – Sales of £7.1m**

**2013 – Martek at 52 employees**

**2013 – Awarded ICS ServiceMark accreditation**

**2013 – Awarded IIP Gold Standard**

**2013 – Launched Drinksafe**

**2014 – Launched iECDIS**

The idea for Martek was born after a chance encounter between Mike Pringle and Paul Luen in 1993. Mike was selling gas detection systems for a new company based in Wakefield and Paul was working for a plastics company in Featherstone. Paul was working in process technology and asked Mike for a job in sales - 2 weeks later Paul resigned from the plastics company to join Mike. Steve Coulson came into the picture in 1994 after a career as a hydrographic surveyor, navigator, sales representative and medical purchasing manager and joined Mike and Paul in a marketing role.

**After a few years all working together, the concept of Martek was born. Mike, Steve and Paul had become disillusioned by the lack of vision and drive and opportunity where they worked. In 2000, Martek was created and incorporated in Northumberland with an initial investment of just £6,000 between the three of them.**

**For the first six months, no-one earned a salary and all three worked every hour to put in the foundations of the business.**

**After accessing a grant, the first office was opened, a 3m x 3m unit in an old school. Too tight a space for the three to fit into, early days saw the office being shared as best as they could.**

In the very early days the company earned revenue on supplying and servicing gas and temperature monitoring systems. Paul and Mike regularly worked in South Wales sharing a room in a £12.50 a night bed and breakfast - separate beds of course! Steve worked tirelessly to draft all of the marketing literature to support the products.

Steve, Paul and Mike spent months looking at what they could offer that would 100% differentiate them in preparation for the upcoming legislative water ingress alarms, needed for bulkers and BULKSAFE was launched to detect water ingress into bulk carrier ships.

It was pursuit of this opportunity which was the original catalyst for Martek and what a success it turned out to be! BULKSAFE became the world market leader generating >£10million in sales and helping Martek win two Queens Awards for Enterprise in the Innovation and International Trade categories.

The revenues from BULKSAFE were re-invested in further research and development to deliver a pipeline of new product launches. The second significant product was MariNOx engine exhaust gas monitoring system - another massive success which became a world market leader and has delivered approaching £20million in revenue to date.

The company has enjoyed many successes and like most businesses has been through some tough times. In January 2009 at the onset of the worldwide recession, Martek was forced to make a quarter of the workforce redundant, whilst those that retained their job reverted to a four day week. This was a particularly dark time in Martek's history for obvious reasons, but despite all of this, the company and its employees managed to pull through. In fact the 5 day week was restored within 12 weeks and Martek began to invest for the future again.

As the years have passed, the increase in revenue for the company has led to many new faces joining the Martek team. The passion and determination that each and every individual has, as a member of the Martek 'family', is second to none.

The outlook for Martek looks really bright with a compelling new Vision and clear strategic objectives going forward.

# Martek's Values

## Our values and personality

Martek is known for its warm personality, strong culture and enthusiasm for providing **Legendary Customer Service**

These values are reflected in Martek's identity

- Taking ownership to delight customers, **WOW** at every opportunity and deliver a legendary customer experience
- Doing business with warmth and personality whilst having fun to stand out from the crowd
- Pioneering disruptive propositions to challenge current thinking
- Nurturing exceptional people into winners through continuous training and assessment
- Embracing ICT innovations to perfect customer experience and maximise operational efficiency



# Who is Our Customer?

Effective communications?  
They're just not possible

**Our customers.  
Our boss.**

There is only one boss. The customer. And he can fire everybody in the company from the CEO on down, simply by spending his money somewhere else. Like every great business story, ours must start with the customer. What they want is most important.

**Legendary Customer Experiences.**

And though each person is different from the next, they all appreciate how we offer them new solutions to improve the safety and performance of their ships.

# What is Our Brand Identity?

The Martek brand identity is like the Virgin of the marine industry: quality products offering value for money; innovation to offer competitive challenge; Fun and quirky communication via brilliant customer service.

We convey our brand identity through every form of communication and experience. Through the products we sell, how we look, how we act and what we say. Everything we do has a direct impact on how the world perceives us. It's crucial that the experience our customers have with our brand, be the best possible.

Brands are built over time. And over time, we'll measure our brand's success by the alignment of the communications and experiences people have with our brand.

# Brands exist in the mind



# Our Company's Purpose

Our company's  
purpose is our reason  
for being:

**To pioneer new  
solutions to improve  
the safety and  
performance of ships**

It drives all our business decisions and actions. It's the guiding philosophy we communicate with pride, both internally and externally.

# Our Brand Personality Traits

It's our job – all of us as keepers of the brand – to make sure that all of our communications are consistent with the following brand personality

## Caring

We're helpful and very engaged. Our customers trust us and we work hard at never letting them down. We treat our customers as individuals so they feel comfortable and welcome – just as we'd treat our loved ones. We always assess a situation from the customer's point of view and enjoy giving legendary customer service. We never argue with a customer.

# Real

We're down to earth and friendly. We treat every customer like a regular. We're unpretentious and human, doing business with warmth and personality whilst having fun. We take customer satisfaction seriously. Always.

# Innovative

We pioneer disruptive propositions to challenge current thinking. We innovate in smart ways to make our customers' lives easier. Staff have the authority to innovate make customers happy. We anticipate our customers' needs and deliver on them. We're not complacent.

# Straightforward

We're straightforward and not complicated.

Simple, knowledgeable and upfront with customers, suppliers and employees.

We speak in plain English centred around customers' needs and what you see is what you get. We always tell the truth - no hidden agenda or ulterior motives.

We always sincerely say sorry like we REALLY mean it, explain what happened (no excuses) and say what we're doing to correct it and prevent it happening again. We always keep our promises.

## Positive

We're flexible and exhaust every option to satisfy a customer before saying no.

We have a 'can-do' attitude and always under-promise & over-deliver.

We take ownership to delight customers and WOW at every opportunity.

We're reliable and consistently get the basics right.

We do it right, or not at all.

# Our Look and Feel





## A Comprehensive Visual System

In keeping with our updated brand approach, we've created a complete set of design guidelines. These guidelines are intended to ensure consistency over just about every instance of customer contact. How? By building a deeper and more emotional connection to our customer. It's subtle, yet so tangible when executed properly.

That's why it's our duty as keepers of the brand to protect, support and communicate our brand clearly and consistently in everything we say and do. Do this and the strong, positive perceptions created will drive new customers to buy from us and existing customers to spend more with us.

The core design elements are the essential visual elements of our brand – the Martek logo, typefaces, colour palettes, imagery, and graphics – and are the starting point for any Martek communication.

# Corporate Logo - Marine

The corporate colours shown are the only colours the Martek Marine brand should be reproduced in.

Where possible the Martek logo should be produced in its positive form as shown.

## Primary Colour Palette

Dark Blue  
Pantone 303  
C100 M047 Y023 K079  
R000 G031 B051  
HTML 001F33

Light Blue  
Pantone 2995  
CO83 M001 Y000 K000  
R080 G177 B234  
HTML 05B1EA

## Secondary Colour Palette

Pantone 2995  
CO83 M001 Y000 K000  
R080 G177 B234  
HTML 05B1EA

Pantone 369  
C073 M000 Y100 K000  
R119 G172 B054  
HTML 77AC36

Pantone 130  
C000 M035 Y100 K000  
R229 G172 B000  
HTML FOAB00

## Exclusion Zone

The logo should always have clear space around it so it doesn't look crowded. There is an absolute minimum amount of space that must be left clear at all times. This is the equivalent of the height of the letter 'e' in Martek as



# Corporate Typefaces

When used correctly, typography can convey image and feeling every bit as much – and sometimes more – than simple graphics. We’ve selected a type family that gives Martek a friendly, warm and real voice: Calibri.

Internal Title

Option 1

Calibri, Size 16pt or Size 14pt, Centred, Pantone 303

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Subtitles

Option 1

Calibri Size 11pt, Left Justified, Pantone 303 / 2995

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Compared to similar

Body Text

typefaces, Calibri is an

easier read, conveys

warmth, and aligns nicely  
with the Martek brand.

Calibri says approachable  
and “straightforward”  
and is easy to read.  
(You’re reading it now.  
Nice isn’t it?)

# Using Type Effectively

Think of the most powerful brands you know. Now think of how identifiable their typography and branding elements are. On a billboard? Glimpsed through the corner of your eye on someone's desk? Seen on a sign as you walk past a display at your local supermarket? We see the brands even before we read the message.

Dos and Don'ts of typeface usage:

- Do always set type in a combination of uppercase and lowercase
- Do use only approved colours, or colours that are easily read in type.
- Do use only the approved Martek typefaces.
- Do avoid using all uppercase; we don't want to shout!

# Using Type Effectively

## Dos and Don'ts of typeface usage:

- Don't use special effects, such as drop shadow, that compromise legibility.
- Don't change kerning (space between letters) when setting headlines or body copy.
- Don't distort the typefaces (e.g., expand, condense or modify the letterforms)
- Don't substitute other typefaces

Uppercase and lowercase styling in headlines and call outs support our brand warmth and friendliness. Please do not use Calibri in all uppercase. It's a form of shouting. Always be consistent in the typographic style you use, it's the best way to create, over time, a distinctive and recognizable voice for

# Talkboxes

The talkbox lets us reach out in an even more personal way



## Dos and Don'ts:

- Do make sure you use the correct colour for your talkbox outline. The interior of talkboxes should always be white.
- Do use talkboxes to communicate helpful information
- Do use talkboxes to convey special messaging
- Do use them as speech containers when Martek is talking directly to customers
- Do make the content of talkboxes highly conversational. Always read the copy to yourself and do the “real person” check: Would someone actually say this?

# Talkboxes

## Dos and Don'ts:

- Don't put quotes around speech contained in a talkbox
- Don't put pictures in talkboxes
- Don't use any talkbox other than the approved talkbox pictured

**Thanks for your  
order!**

**Tried to call, you're  
away from your desk,  
call me on 204!**

### **Customer Testimonial**

**We chose DRINKSAFE™ because  
it contained enough tests to daily  
water testing at  
multiple outlets as per WHO +  
ILO guidelines offering the lowest  
cost per test of all kits.  
DRINKSAFE™ was also easy to  
understand and the kit looks  
simplest and quickest to use.**

**Captain Jones**

# Photography Guide





# Photographic Direction

Knowing and understanding our brand personality traits and how to apply them to our photographic art direction is what separates our work from others. By applying these five basic traits to our creative direction we'll succeed in defining the Martek brand.

## Caring

Think about what type of photography conveys caring best. It usually includes some human element to it or shows that someone took the time to do their best. We can elevate our work by caring for our subjects, lighting, styling, and every aspect of our photographs. When we care enough to speak from the brand the customer will respond.

# Innovative

We're innovative...not complacent. We can be aspirational but never out of the grasp of our core customer's imagination. Forward-thinking but never trendy. Inventive? Yes.

We innovate in smart ways. High style? No, it's not our style. Fun, clever, and refreshing ...it's what makes us innovative.

# Real

We're real...we strive to be unpretentious and authentic. It's not about being slick.

We understand when a photograph feels staged or contrived and so do our customers.

# Straightforward

We're straightforward...not complicated. Simple. Up-front. We have an important role in defining the brand to our customers. Our photography can reflect this by not taking itself too seriously. If it takes a moment to understand it's not straightforward enough.

# Positive

Because we're positive about our customers, business, and products, correctly selected imagery communicates the optimism of our brand. The lighting, smiles (natural smiles, of course – never forced), and a fresh feel are all elements that, when properly combined, are essential to capturing our upbeat nature.

# Product

Product is hero. All attention should be made to highlight product and have it support our brand personality.

## Art Direction

If using a natural setting, add a human touch to it. It should feel real... Never too much seriousness

Selective focus can be used to focus on product letting the background and foreground become softer in focus

## Locations

Real locations are preferred. There can be an aspirational aspect to the setting but never out of the realistic grasp of our customer's imagination

## Styling

Product should have a straightforward look. We're neat and casual, never too slick.

## Lighting

Natural lighting is preferred. When studio lighting is necessary it should look natural

# The Martek Tone & Voice



# Our Tone and Voice

It's how we speak to people. Through our advertising, through our e-mails, presentations, and more. Through the language we use, our tone and voice provides our customers with another way of recognizing our brand.

Parents say it all the time: "Don't use that tone with me!" Customers say it, too, in much less direct ways. Usually, it's by buying from someone else. Learning to use the right tone and voice will help keep them coming back. Here's how.

Knowing and understanding our brand personality traits and how to apply them in your writing is crucial to communicating to your customers.

## A Guide to Writing in Martek Style

**Caring**

**Real**

**Innovative**

**Straightforward**

**Positive**

# Caring

Think of someone you care about. Now think how you would convey a message to them. You'd be respectful. You'd think about how you can help them. You'd want them to trust you and know that you have their best interests at heart. Your message would exude warmth.

## **Write with empathy**

Look at your communication in terms of the other person.

## **Make it obvious that we've done our homework**

Always know what you're talking about. It breeds trust and shows you care enough to research.

## **Show that we're there for them**

Include our phone number or e-mail address when appropriate.

## **Be upbeat but never "cheeky"**

Avoid being glib, flippant, apathetic, or pretentious.

## **Communicate with the utmost respect — always**

Everyone deserves it.

## **Offer helpful suggestions**

We all need tips on how best to use products or services.

## **Be passionate**

If it matters to our customers, associates, and suppliers, it matters to you.

## **Ask questions**

Even if they're not meant to be answered. It engages the reader/listener.

**Family-friendly**

**Engaged**

**Reliable**

**Helpful**

**Trustworthy**

**Ethical**

**Welcoming**

**Passionate**

**Compassionate**

**Respectful**



We're all just ordinary people serving people just like us. When you craft your message, you want it to mirror your audience. And our audience is everyday people. Think about how people speak. Your communications should accurately depict our personality trait with simple, everyday words. **Speak in plain English.**

**Write conversationally**

The way people talk. Real people.

**Be friendly in your copy**

Real people like other real people. Show it in your tone.

**Never be phony**

There's no place for phoney's at Martek, so don't write like one. Be sincere.

**Use words that people with English as a 2<sup>nd</sup> language understand**

Using big words just to impress is pretentious.

**Be humble**

Being modest and self-effacing in addressing great achievements works best. Don't brag.

**Sound approachable**

Your words should have an undertone of "I'm glad to see you."

**Use humour – appropriately**

Humour engages, so use it occasionally to get a point across, but never at the expense of others.

**Down-to-earth**

**Hometown**

**Friendly**

**Local**

**Genuine**

**Unpretentious**

**Fun**

**Self-effacing**

# Innovative

You've just found out that Martek is able to help save customer's time and/or money to improve the safety and performance of their ships. If you're innovative, you're excited. You use words that paint pictures – “imagine being able to...” and “tell us what you think.” “New” is a staple of your vocabulary.

**Reveal something new**

New means change and change is born of innovation.

**Share an idea**

A suggestion on how to use a product, where to find the latest anything.

**Don't just be creative; be ultra-creative**

Try a different approach. A new angle.

**Know the latest and the greatest**

Innovative communicators avoid dated thoughts and words.

**Share your enthusiasm**

Especially about change and the future. It's infectious.

**Brainstorm**

Be open to all ideas, no matter the source. It'll show in what you write or say.

Forward-thinking

Inventive

Smart

Original

Creative

State-of-the-Art

Pioneering

Ground-breaking

Advanced

Leading edge

# Straightforward

When you craft your messages to be straightforward, you're sharing information or a point of view. Good writing is clever. Great writing is clear. The best writing is clever AND clear.

## **Make clarity king**

Is your message crystal clear? If not, re-draft it.

## **Be brief**

Say the most with the fewest words possible.

## **Get to the point**

Be direct; don't make people wait for what you really mean.

## **Say what you mean ...**

... And mean what you say. Honesty and candour in communications are crucial.

## **Use short sentences and brief paragraphs**

Blocky text and run-on sentences hurt your message.

## **Don't be wishy-washy**

Take a point of view and have it run through your message.

**Clear**

**Simple**

**Upfront**

**To-the-point**

**No hidden agendas**

**Uncomplicated**

**Honest**

**Open**

# Positive

When we talk about Martek, we want to reassure our customers that we can meet their needs.

## **Show your smile**

Write when in a positive frame of mind, as the written expression of a smile.

## **Speak to provide benefits**

Speak to provide benefits, and you speak to positive outcomes and effect of our products and services.

## **Avoid negative language.**

Embrace positive language. Just like this.

## **More “dos” than “don’ts”**

Do try to tip the scales in favour of “dos” and if a “don’t” can be written as a “do”, please do so.

## **Communicate optimism.**

Always exhaust every option before saying no.

**Constructive**  
**Upbeat**  
**Affirmative**  
**Optimistic**

**Encouraging**  
**Generous**  
**Reassuring**  
**Cheerful**  
**Spirited**

# Internal Communication Resources



# A4 Letterhead

## Format

A4 (210mm X 297mm)

## Colours

DARK BLUE

PANTONE 303

C100 M047 Y023 K079

R000 G031 B051

HTML 001F33

LIGHT BLUE

PANTONE 2995

C083 M001 Y000 K000

R080 G177 B234

HTML 05B1EA

## Secondary Colours

LIGHT BLUE

PANTONE 2995

C083 M001 Y000 K000

R080 G177 B234

LIGHT GREEN

PANTONE 369

C073 M000 Y100 K000

R119 G172 B054

ORANGE

PANTONE 130

C000 M035 Y100 K000

R229 G172 B000

## Typesetting

Address and telephone numbers:

Calibri 7pt on 10pt leading.

Internal Title Option 1:

Calibri Size 16pt or 14pt,



# Internal Posters

## Format

A4 (210mm x 297 mm)

## Colours

DARK BLUE

PANTONE 303

C100 M047 Y023 K079

R000 G031 B051

HTML 001F33

LIGHT BLUE

PANTONE 2995

C083 M001 Y000 K000

R080 G177 B234

HTML 05B1EA

## Typesetting

Internal Title Option 1:

Calibri Heading Size 14pt, Centred (in Dark Black)

Subtitles Option 1:

Calibri Body Bold Size 11pt, Left Justified (in Dark Blue)

Body Text:

Calibri Body Size 11pt, Left Justified



# Email Signature

When writing on behalf of Martek, it's important to maintain professionalism — and that means using an approved, brand-consistent e-mail signature with all the right sign-off information. It's the brand champion thing to do.

- **Only use marketing released signatures**
- **Only use marketing released logos**



# Business Card

## Format

110mm x 85mm open  
85mm x 55mm folded

## Colours

**DARK BLUE**

**PANTONE 303**

**C100 M047 Y023 K079**

**R000 G031 B051**

**HTML 001F33**

**LIGHT BLUE**

**PANTONE 2995**

**C083 M001 Y000 K000**

**R080 G177 B234**

**HTML 05B1EA**

**Secondary Colours**

**LIGHT BLUE**

**PANTONE 2995**

**C083 M001 Y000 K000**

**R080 G177 B234**

**LIGHT GREEN**

**PANTONE 369**

**C073 M000 Y100 K000**

**R119 G172 B054**

**ORANGE**

**PANTONE 130**

**C000 M035 Y100 K000**

**R229 G172 B000**



# Compliments Slip

## Format

1/3 A4 (210mm X 99mm)

## Colours

**DARK BLUE**

**PANTONE 303**

**C100 M047 Y023 K079**

**R000 G031 B051**

**HTML 001F33**

**LIGHT BLUE**

**PANTONE 2995**

**C083 M001 Y000 K000**

**R080 G177 B234**

**HTML 05B1EA**

**Secondary Colours**

**LIGHT BLUE**

**PANTONE 2995**

**C083 M001 Y000 K000**

**R080 G177 B234**

**LIGHT GREEN**

**PANTONE 369**

**C073 M000 Y100 K000**

**R119 G172 B054**

**ORANGE**

**PANTONE 130**

**C000 M035 Y100 K000**

**R229 G172 B000**



# PowerPoint Slides

## Title Slide

Title to be in Calibri Headings  
Size 36

## Slide

Main title header to be in Calibri bold.  
First header, second header

## Colours

LIGHT BLUE

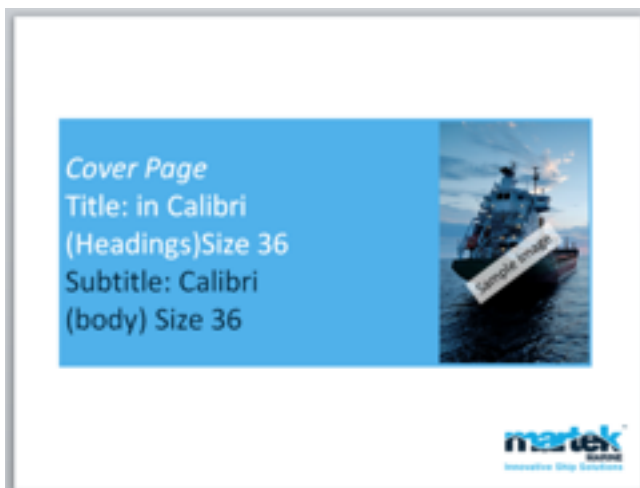
PANTONE 2995

C083 M001 Y000 K000

R080 G177 B234

WHITE

Title Slide



Divider Slide



Text Slide

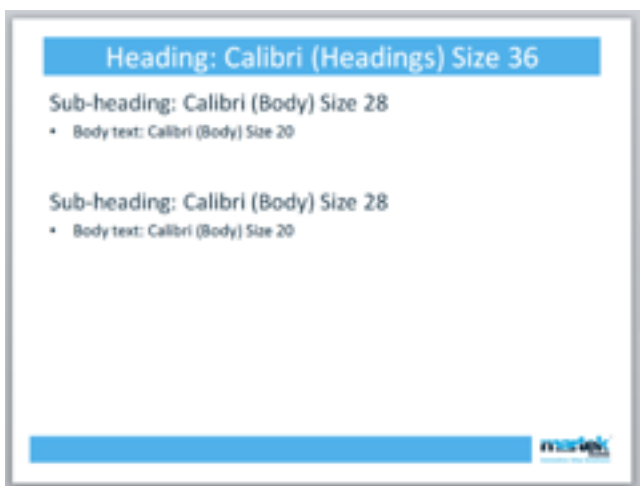


Chart Slide

