NEPIC BRAND GUIDELINES

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WELCOME & INTRO

Any Questions?

If you have any questions regarding any of the content within this document, please contact:

LOUISE GWYNNE-JONES
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louise.gwynne-jones@nepic.co.uk
01642 442 569 | 07808 029 967

NEPIC

A membership cluster organisation working within the chemistry-using industries in the North East of England, NEPIC is a world class high value process industry cluster based on innovative, sustainable high tech manufacturing.

Our ambition: to build on the already powerful industrial base within the region and make the North East of England one of the most competitive and successful chemical-processing locations in Europe.

We are recognised as passionate and proud of the process industry, our region and its stakeholders.

The NEPIC Brand

The NEPIC brand is built on these values with the look and feel reflecting our professionalism and dedication to the Process Industry in the North East region and beyond.

These guidelines have been drafted to enable you to understand and implement the correct brand identity for the Cluster.

This document is intended to cover the majority of requirements, however, they will evolve over time as new or additional guidance is needed.

NEPIC BRAND

WHAT IT IS & MAIN COMPONENTS

SUMMARY

WHAT IS THE NEPIC BRAND?

The NEPIC brand is a unifying one. It brings together the region's industrial and chemical-processing sectors, the businesses that operate within these sectors, and the unity that the Cluster bases its vision upon.

It consists of a brand icon representing the coming together of industry, academia and government, together reaching out towards the North East region as a Voice for the Process Industry.

COMPONENTS

The constants

The NEPIC logo should not be cut, cropped or merged with any other logos.

A fixed position

The NEPIC logo should **always be positioned top right** within any document or application.

The NEPIC kite

The NEPIC kite can only be used alongside the logo font. The two elements should never be separated.

Typefaces

There are two typefaces which should be used for all printed materials and one typeface to be used for all digital applications.

Primary colour palette

The main colour palette is derived from the core colours of the NEPIC logo and complemented by a limited secondary palette, providing cohesion across all materials.

The variables

Logo variations

All NEPIC projects use the NEPIC kite in a secondary colour and incorporating the project name.

Images

This guide contains advice on the use of appropriate imagery - the choice of image should be based on the target audience whilst maintaining the overall industry-focused style of the NEPIC brand. Information is given on how and where to source images.

Design

By working within the given guide-lines, there is flexibility on design and layout of materials. Examples of layouts are given for printed and online materials.

NEPIC BRAND

THE LOGO & USAGE

NEPIC BRAND

MASTER LOGO

Using the NEPIC Logo

To ensure consistency accross all materials, the NEPIC logo should only be used in one of the specified formats.

The application used will dictate which version of the logo should be used. Please ensure you use the appropriate size and colour version and, where possible, the logo should be full colour on a white background.

Master logo

The master logo consists of two elements:

- The NEPIC kite symbol
- The logotype

The size and position of these elements is fixed and should not be altered or reproduced in any way.

Over the next few pages you will find guidance on the positioning, place, colour and size of the logo.

There are also variations on the master logo - please ensure the correct version is used for your application.

All logos can be obtained by contacting one of the NEPIC team.

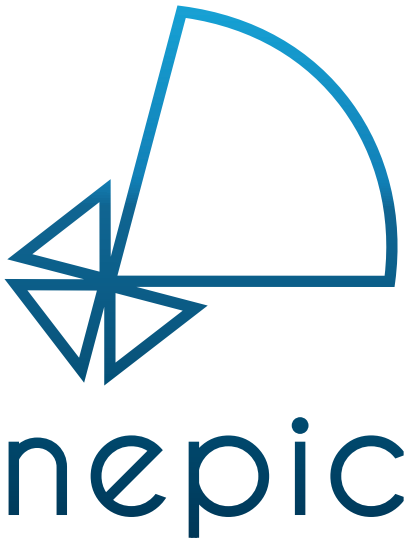
NEPIC BRAND

MASTER LOGO

Which version to use

The master logo is comprised of the unique NEPIC kite symbol and logo type.

Where more than one colour is available, such as regular CMYK printing or online, it is preferable to use the Colour Gradiation version below.

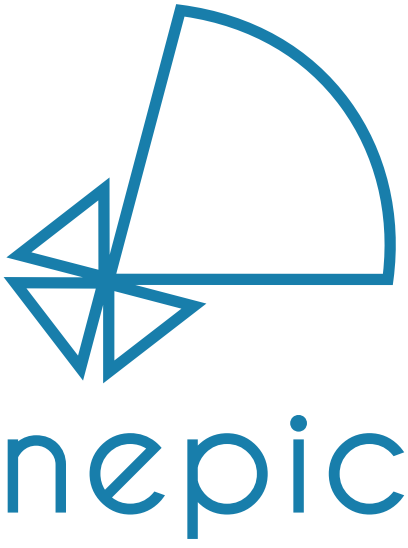


NEPIC BRAND

SINGLE COLOUR

Where only one colour is available, such as on single colour printing, please use the variation below.

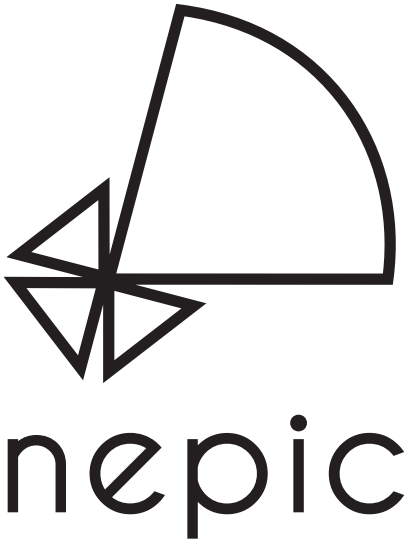
Colour references can be found on page 26.



NEPIC BRAND

MONO

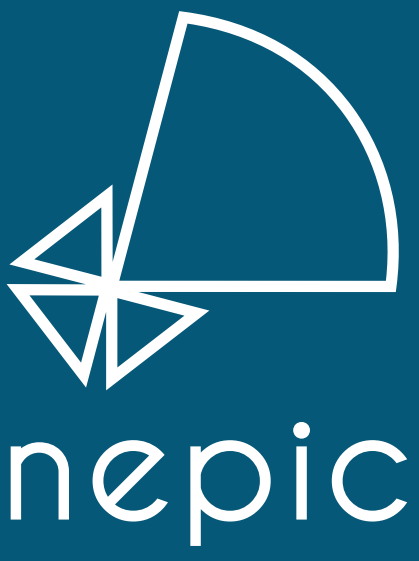
The mono version of the NEPIC logo should only be used when colour is not available, such as when printing in black only.



NEPIC BRAND

REVERSE

While the mono version of the logo is useful for single colour application, the Reverse version provides the flexibility to sit on block colours as shown below, or alternatively, on top of images.



NEPIC BRAND

SECTORS

In certain circumstances, such as when representing the NEPIC Brand to a new audience or internationally, the NEPIC Sector logo can be utilised.

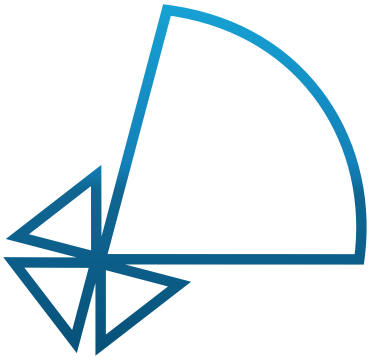
nepic

CHEMICALS | PHARMACEUTICALS | POLYMERS
SPECIALITIES | BIOPROCESSING | RENEWABLES

NEPIC BRAND

FULL TITLE

In certain circumstances, such as when representing the NEPIC Brand to a new audience or internationally, the NEPIC Icon with the company name spelled out in full can be utilised.



north east of england
process industry cluster

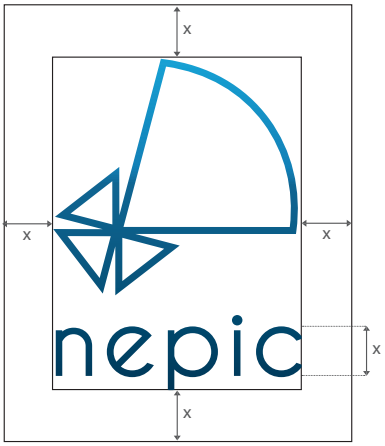
NEPIC LOGO

EXCLUSION ZONE

Print Exclusion Zone

The exclusion zone is the distance equivalent to the height of the logo-type (x in the diagram below).

This is the minimum clearance - wherever possible, leave more space around the identity.



Minimum logo size

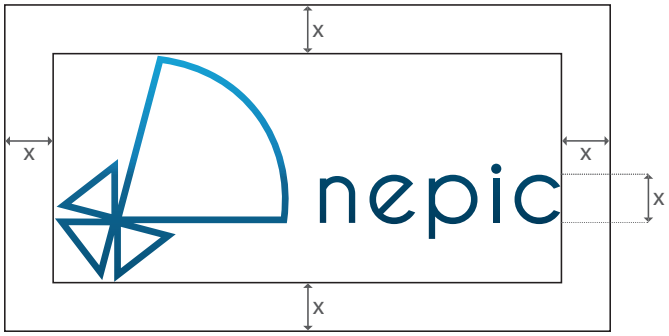
30 mm wide

Digital Exclusion Zone

The exclusion zone is the distance equivalent to the height of the logotype (x in the diagram below).

Minimum logo size

130 px wide



NEPIC LOGO

SOCIAL MEDIA

SOCIAL MEDIA CHANNELS

The main online and social media channels used to promote NEPIC Limited are:

NEPIC Website
www.nepic.co.uk

Twitter
@NEPIC_Limited #NEPIC

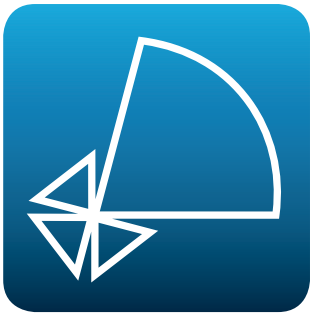
LinkedIn
https://www.linkedin.com/company/nepic-the-northeast-of-england-process-industry-cluster-

Brand Icon Only

When it comes to social media, one of the keys to standing out in the crowd is an eye-catching Brand Icon.

Here the NEPIC wording is dropped in favour of the Brand Icon - though this is the only place where this occurs.

Social Media Icon



Minimum logo size

30mm x 30mm

NEPIC BRAND

MEMBERSHIP & SUPPORTING LOGOS

In addition to the NEPIC Brand Icon and Logotype, we also provide our members, partners, project participants and supporters with a range of logos for use online or in print.

We also supply our Annual Award Winners with a logo for use throughout the year of their win (please contact a member of the team for this).

This section explains the variations available and when they should be used.

NEPIC LOGO

PARTNERSHIP & ENDORSEMENT

This explains how partner organisations should display the NEPIC brand.

Logos can be requested from a member of our team. Please see page 38 for contact details.

In Partnership With

When NEPIC is jointly running an activity with a partner organisation, the "In Partnership With" logo should be used.

The logo should be placed bottom right on any materials. Where possible, a full colour version should be used on a white background, however, black and white versions are available to use on a bold, block colour background.



The preferred logo is the portrait version above. However, where the dimensions are not suited to a document or application, the below landscape version can be utilised. This is also acceptable for use in online applications



NEPIC LOGO

PARTNERSHIP & ENDORSEMENT

Sponsored by

When NEPIC is sponsoring a partner event or activity, the "sponsored by" logo should be used.

The logo should be placed bottom right on any materials. Where possible, a full colour version should be used on a white background, however, black and white versions are available to use on a bold, block colour background.



The preferred logo is the portrait version above. However, where the dimensions are not suited to a document or application, the below landscape version can be utilised. This is also acceptable for use in online applications



Help & Guidance

If you have any queries regarding the use of the NEPIC Partnership & Endorsement logos please contact a member of the NEPIC Marketing Team. See page 38 for contact details.

NEPIC LOGO

PARTNERSHIP & ENDORSEMENT

NEPIC Membership Logo

The NEPIC Membership logo is available for use by all paying NEPIC Members and is sent out with annual membership paperwork. It is also available upon request.



The preferred logo is the portrait version above. However, where the dimensions are not suited to a document or application, the below landscape version can be utilised. This is also acceptable for use in online applications.



Use on Printed Materials

Logo Placement - If used as a stand alone affiliate logo, placement should be bottom right. When used alongside other affiliate logos, it should appear equal in size to those, and have an exclusion zone as set out on page 14.

Online use

The NEPIC Membership logo can be displayed on a member company's website to acknowledge participation with the Cluster.

This can be hyperlinked back to the NEPIC website to further emphasise this and promote interraction and connectivity amongst process industry companies.

TYPOGRAPHY

Font choice is always a crucial brand component, acting as a visual signifier to convey a brand's personality.

The NEPIC Brand has three print fonts: a standard display font for headlines, a more characterful display font for use on larger printed materials, and a complimentary body font for creating copy.

TYPOGRAPHY

DISPLAY TEXT

CAVIAR DREAMS

This is the display font for all printed materials and can be utilised for headings, quotes and infographics.

It is **not for use as a body font**, and **should not be used for subheadings, URLs or below 12pt in size.** It should only be used in the specified variations listed below.

Within digital applications, it can be utilised as a fixed, graphic element, for example as part of an image.

CAVIAR DREAMS

Caviar Dreams Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

TYPOGRAPHY

BODY TEXT

Century Gothic

This is the body font for all printed materials and should only be used in the specified variations listed below.

Century Gothic in 9pt is the preferred style and weight for body text. This can be increased to 10pt where necessary when used in printed documents, emails and HTML files.

Century Gothic regular or bold is the preferred font style for subheadings.

Century Gothic

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Century Gothic Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890!@£$%^&**

TYPOGRAPHY

LARGE DISPLAY & DIGITAL

Raleway

This is the secondary display font and can be used when an alternative to Caviar Dreams is required.

It **should only be used on large scale materials such as printed banners and signage** and should never appear below 16 pt.

Please only use the weights specified below.

Please note: Raleway is also the default font for the NEPIC website. A website style guide is available upon request from the NEPIC Marketing Team.

Raleway

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

TYPOGRAPHY

DIGITAL APPLICATIONS

Arial

The digital default font for digital applications such as html files and Powerpoint templates is Arial. This should however only be used when the core NEPIC fonts are unavailable.

Please only use in the weights specified below.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

TYPOGRAPHY

EXTERNAL LINKS

When using a URL or email address within the body of a publication, an advertisement, or within a digital file, the text must be coloured if used on a white background, and emboldened and white if used on a coloured background.

The preferred colour is NEPIC Mid Blue from the NEPIC colour palette (see page 28 for details).

TYPOGRAPHY

QUOTATIONS

When adding a quotation to a printed document, the font used should be Century Gothic Italic in at least 12pt.

“

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla.

QUOTE SOURCE

COLOUR PALETTE

The Colour Palette for the NEPIC Brand is dictated by our key words/values, aswell as the landscape in which we represent out members.

From the blues of the skyline and waters that surround the coastal region that is North East England, the greys of the chemical stacks, to the greens that represent the positive future of a rejuvenating industrial sector - coupled with the warmth of orange that depicts the passion and determination of local people and businesses - these are the colours that characterise the Cluster and the region.

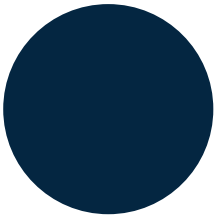
COLOUR PALETTE

WHICH ONE TO USE

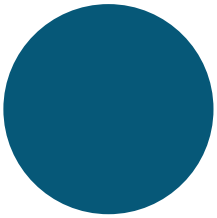
Primary Colour Palette

Below are all the details you need to use for the Colour Palette. When creating single colour jobs or when requiring a colour reference for things such as vinyl, please use the Pantone reference.

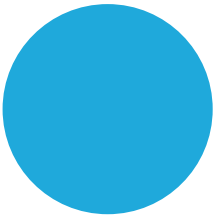
For full colour print use the CMYK reference, and for screen RGB. The hex (hashtag) colour reference can be used in HTML documents.



NEPIC Dark Blue
PMS 7463 C
#002642
C100 M82 Y46 K50
RGB 0. 36. 66



NEPIC Mid Blue
PMS 7700 C
#055777
C95 M62 Y35 K15
RGB 5. 87. 119



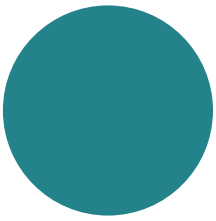
NEPIC Light Blue
PMS 298 C
#19aadb
C72 M15 Y3 K0
RGB 25. 170. 219

COLOUR PALETTE

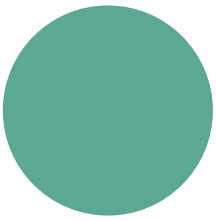
WHICH ONE TO USE

Secondary Colour Palette

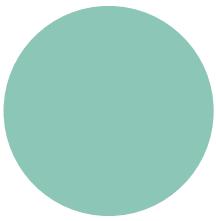
Below are all the details you need to use for the Secondary Colour Palette. When creating single colour jobs or when requiring a colour reference for printed materials, please use the Pantone reference. For full colour print use the CMYK reference, and for screen RGB. The hex (hashtag) colour reference can be used in HTML documents.



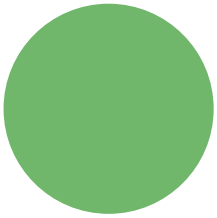
NEPIC Dark Aqua
PMS 5483 C
#238189
C83 M34 Y43 K6
RGB 35. 129. 137



NEPIC Mid Aqua
PMS 7723 C
#5ba993
C66 M15 Y50 K0
RGB 91. 169. 147



NEPIC Light Aqua
PMS564 C
#8bc5b5
C 46 M5 Y33 K0
RGB 139. 197. 181

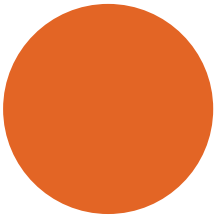


NEPIC Dark Green
PMS 7489 C
#71b66b
C60 M6 Y77 K0
RGB 113. 182. 107



NEPIC Mid Green
PMS 367 C
#a9c242
C66 M15 Y50 K0
RGB 169. 194. 66

NEPIC Light Green
PMS 585 C
#d8de6d
C 18 M2 Y72 K0
RGB 216. 222. 109



NEPIC Dark Yellow
PMS 1595 C
#e46525
C83 M34 Y43 K6
RGB 228. 101. 37



NEPIC Mid Yellow
PMS 123 C
#fab918
C1 M29 Y99 K0
RGB 250. 185. 24

NEPIC Light Yellow
PMS 115 C
#fbd604
C3 M12 Y100 K0
RGB251. 214. 4

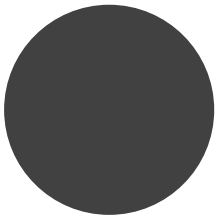
COLOUR PALETTE

WHICH ONE TO USE

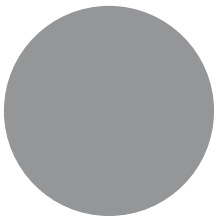
Secondary Colour Palette

Aswell as the secondary colours listed on the previous page there is also a selection of greys which can be used for subheadings and accents where needed.

For full colour print use the CMYK reference, and for screen RGB.



NEPIC Dark Grey
PMS 446 C
#404041
C68 M61 Y59 K46
RGB 65. 65. 66



NEPIC Mid Grey
PMS 7 C
#939597
C45 M36 Y36 K1
RGB 100. 102. 103

NEPIC Light Grey
PMS 427 C
#d1d2d4
C13 M13 Y12 K0
RGB 174. 175. 178

IMAGERY

TYPE OF IMAGERY & USAGE

It is important to source the right type of imagery to ensure that the correct message is conveyed across all NEPIC marketing materials.

The following section will explain the key themes for images and where to source them.

IMAGERY

PRINCIPLES

What our images represent

- Industry
- Progress
- Networking
- Innovation
- Interaction
- Collaboration
- Growth
- Sustainability

Please select appropriate imagery to represent the NEPIC brand.

All NEPIC imagery should be sourced from either:

- The NEPIC Marketing Team (see page 40 for contact details)

- The NEPIC website: https://www.nepic.co.uk/visual-downloads/

Please note: These images are for the sole use of businesses and others wishing to promote NEPIC and the North East of England's Chemical-Processing Industries. In using these images you agree to credit the photographer, not change the image in any way and not use them for commercial purposes.

Where external companies are using imagery linked to a NEPIC press release or other articles, all imagery must be signed off by a member of the NEPIC marketing team prior to use.

OUR MESSAGE

PROMOTING NEPIC

Our Key Message

NEPIC, the North East Process Industry Cluster, is a membership organisation that represents the broad range of inter-related chemistry using industries in North East England. The Cluster works with its member companies to provide a more collaborative environment and ultimately support the long-term sustainable growth of the sector.

This is a globally significant region for the process industry as there are more than 1,400 companies directly involved or in the supply chain of these sectors, generating £26 billion of annual sales, who employ 190,000 people and export £12 billion each year. This is the North East's largest industrial sector and vital to the future of the North East economy.

By providing a more collaborative environment the cluster has created a more compelling interactive and proactive business community, which is a more attractive environment for investors; and helped raise the international profile resulting in a strong investment portfolio of 62 projects totaling £6.5 billion.

The Cluster's activities and interactions include: investment growth; skills & education; innovation; communications & marketing; supply chain development; improved connectivity; SME participation growth & increased international awareness.

More information **www.nepic.co.uk**

Writing Copy

If you need any advice regarding writing copy, such as information on the correct tone and core values to express, please contact:

LOUISE GWYNNE-JONES
PR & Communications Manager
louise.gwynne-jones@nepic.co.uk
01642 442 569 | 07808 029 967

LITERATURE

COVERS

What format to use

For the purposes of consistency, all literature should use the same cover format with the variables being template variation, imagery and secondary colour palette where applicable.

The constants:

- The placement of the NEPIC logo should always be placed bottom right. **This applies on document covers only.**
- Images should be positioned behind graphics within the templates provided and always bleed off the edge of the page.
- Headings should be the same size throughout and in the font Caviar Dreams

All NEPIC graphics for document covers can be sourced from:

- The NEPIC Marketing Team (see page 40 for contact details)

Please see the following pages for examples of image placement.

LITERATURE

EXAMPLES

How to use artwork and images

Examples of document covers and inners can be viewed below. All templates and graphics are available - contact the NEPIC Marketing Team for further details.

Literature Examples









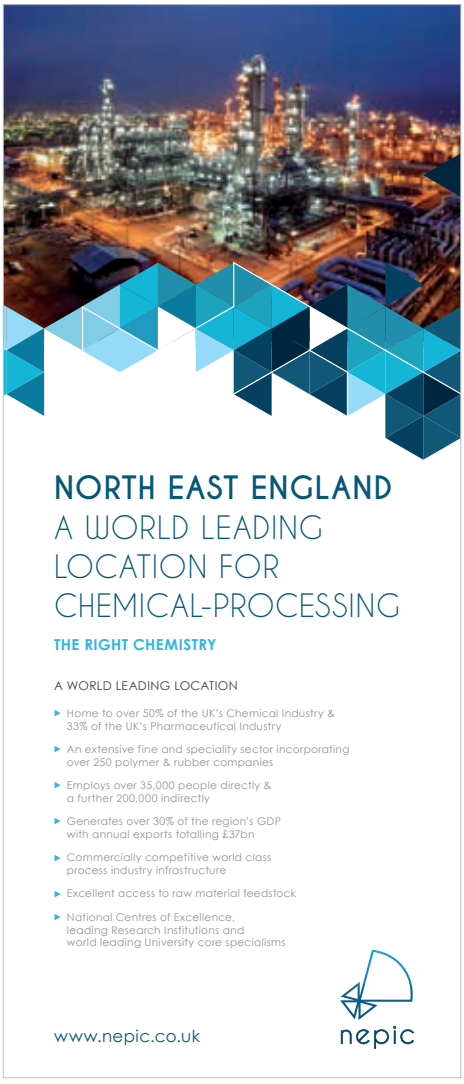
EVENTS BRANDING

LARGE DISPLAY

Pop up Banners

All graphics for display banners are to be requested from the NEPIC Marketing Team in advance and must be approved by Louise Gwynne-Jones prior to printing.

Examples





STATIONARY

MICROSOFT OFFICE DOCUMENTS

Letters & Forms

When creating a document please select a template from those available in the NEPIC Marketing Suite and ensure the correct font size and colours are used throughout.



nepic

Lorem ipsum dolor
consectetur adipiscing elit
In tristique congue
velit id sodales
TS10 4RF

Thursday 21 January 2016

MAECENAS ALIQUAM ELIT ET MAURIS IMPERDIET GRAVIDA

Dear Mr. Lorem Ipsum,

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Kind regards,

Philip Aldridge
CHIEF EXECUTIVE

SAMPLE

DIGITAL

HTML FILES

Use in CRM mailings & Outlook.

When creating a document please select a template from those available in the NEPIC Marketing Suite and ensure the correct font size and colours are used throughout.

HTML files for use in personal Outlook emails and templates for use in NEPIC's e-marketing platform are all available within the NEPIC Marketing Suite. If you have any queries regarding implementation please contact a member of the NEPIC Marketing Team, who can advise you on how to add files to Outlook.

Templates for e-marketing will be uploaded to the CRM system and can be selected from the menu when creating a new mailing.

POWERPOINT

Powerpoint files are available within the NEPIC Marketing Suite. Please select a suitable template for your presentation.





MERCHANDISE

BRANDED MERCHANDISE

When displaying the NEPIC logo on branded merchandise, where more than one colour is available, such as regular CMYK printing or online, it is preferable to use the Colour Gradiation version outlined on page 8. The logo should be displayed on a white background.

Where a coloured background is the only option, please use the NEPIC logo in the Mono or Reverse version (see pages 10 & 11).

Where limited space is available such as on USB memory sticks and pens, the NEPIC kite icon can be used on its own, with the logo type dropped altogether.

CONTACT

NEPIC MARKETING TEAM CONTACTS

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