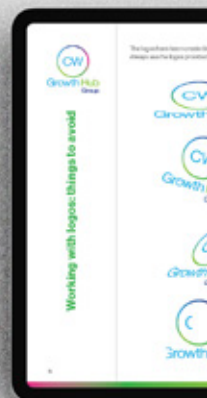




CREATING BRAND STANDARDS FOR GROWTH

CW GROWTH HUB GROUP



“The team at Glued created guidelines that are easy to understand by everyone in the group. Publishing our brand in a clear form has allowed us to harness its power of recognition.”

Helen Morgan-Parra,
Head of Marketing,
C&W Business Solutions, Part of
the CW Growth Hub Group.

Context: CW Growth Hub Group is a government supported organisation, which offers one-to-one advice and ongoing support to businesses in the region.

The business consists of a group of brands that have their own audiences and offer.

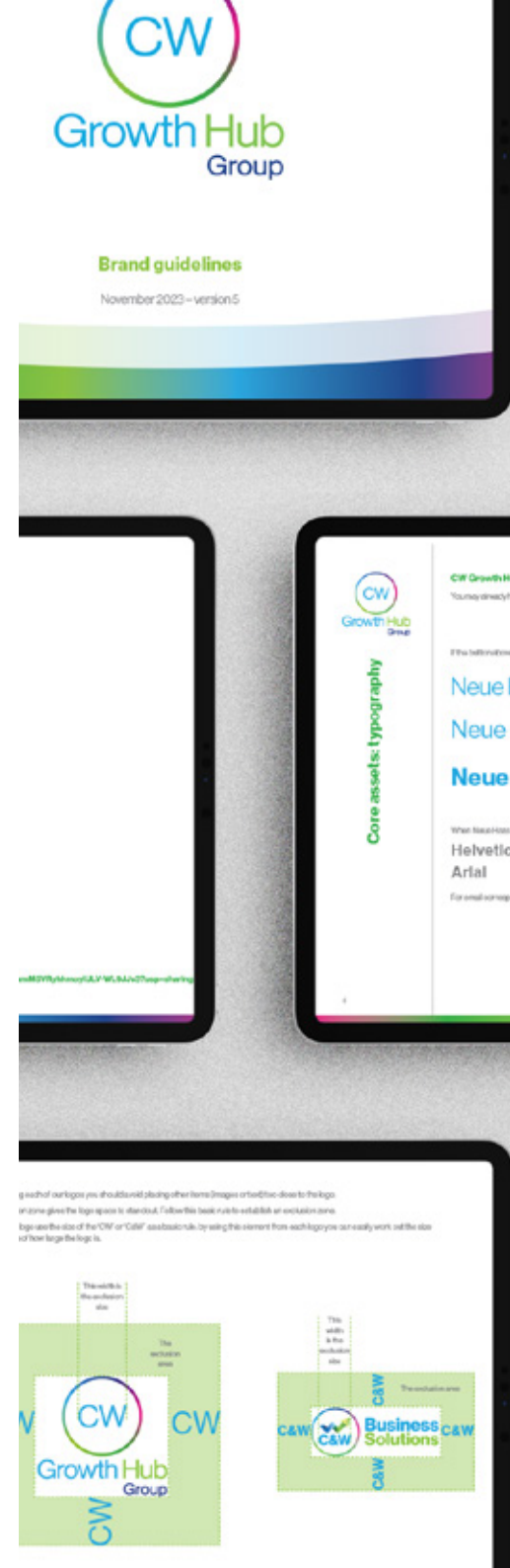
The requirement: Over the last ten years the group had added new sub-brands, these had been developed independently of each other. Rationalisation of the parent brand, sub-brands and product brands was needed to develop cross-recognition and consistency in communications. Glued were asked to make updates to the brand family, give each brand a consistent feel and create a set of easy to use and share guidelines to allow the brands to be managed.

The outputs:

After auditing each of the brands, guidelines were written: the information needed for ease of understanding for both non-marketing and brand professionals. The guidelines provided readers links to access logos and resources.

Email signatures, PowerPoint templates, pull-ups and social media assets were all designed and produced to support and create consistency across each of the brands.

The results: the internal team are now able to easily access and use the appropriate brand by following the guidelines and downloading the templates. Simple to use guidelines make it more likely that everyone works with the brand. As a result recognition of the group will increase throughout the region.





Grouping, see page 7

Sub-brand family



See page 8



See page 8



See page 10

Product brands



See page 11



See page 11



See page 11

PRINT
break-down
M
Y
K
R
G
B

C	3	71	31	70	99	52
M	37	18	1	1	83	45
Y	6	9	89	89	16	41
K	6	6	6	1	1	7
R	258	25	139	10	37	150
G	26	176	137	179	64	179
B	100	124	55	74	142	150
WEB #	#F0C8E6	#5BAED6	#8BC34A	#38B28D	#2952A3	#666666

Our Group uses Haas Haas Grotesk Display as a typeface
to give you a consistent look across all our digital and print communications.

For more information, please visit <https://www.haas-haas.com/haas-haas-grotesk-display>

- Haas Grotesk Display Light
- Haas Grotesk Display Roman
- Haas Grotesk Display Bold

For more information, please visit <https://www.haas-haas.com/haas-haas-grotesk-display>

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Logos: Growth Hub Group

Description: Growth Hub Group logo is the parent brand, it represents all of the Group's activities. It should be used on projects that are not bound to Coventry and Warwickshire.

This logo should be used on all communications regarding Group activities to provide context, follow CW Growth Hub Champions and CW Business Solutions under the Group name based around the current strategy, each communication should include a graphic of a service inside the Coventry & Warwickshire area.

When using the Group logo, reference to 'CW' is accompanying text should always be included and not expanded to 'Coventry & Warwickshire'. Please refrain from putting 'The Institute of CW Growth Hub Group' wherever possible. The horizontal version of the logo should be used by default. The horizontal version should be used where space is limited.



The profile logo uses the logo on light coloured backgrounds or white.



Reversed version logo use from dark coloured backgrounds.

For more information, please visit <https://www.haas-haas.com/haas-haas-grotesk-display>



Working with logos: things to avoid

The logo has been used in a way that is not appropriate for the brand.



Putting a communication together

The following two pages explain how to put together communications using our brands with consideration to typefaces, colour and correct use of logo versions.

Example 1: poster flyer

The reversed version of the logo is used in this case because of the colour of the background.

Use a limited number of colours from the colour palette and stick to primary colours where possible. The colours used in this flyer are a good example to start.



Access to a range of information should be used - with a clear headline.

Use concise information to make the flyer. This should be the main focus.

Use a consistent line



Putting a communication together

The following two pages explain how to put together communications using our brands with consideration to typefaces, colour and correct use of logo versions.

Example 2: business card

Use the correct colours to create a professional appearance.

The colour of the text should be based on a light background.

Use the white space on the background.

Use a consistent line



The logo can be placed on the left or right side of the card depending on the space available.

The colour of the text should be based on a light background.

Use a consistent line

ABOUT GLUED

Glued is a design, marketing and research business established in 2003.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this.

If your workforce or potential customers are struggling to see what is at your core, the solution lies in articulating your valuable difference in a compelling, engaging and relevant manner.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications, and the consequences on your behaviour.

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Glued is a research, design and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.



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