



BRAND GUIDELINES

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WELCOME TO THE REMIT GROUP BRAND

Remit is delighted to share with you our new Brand and Brand Guidelines.

For our business, our new brand arrives at a critical time for our business. A time of growth, change and showing our personality. Our new brand represents our world of Apprenticeships with each colour in our logo representing a sector our business works in.

Our new brand has been designed to give us the ability to build a proposition in our sectors with employers, as well as attract learners to our programmes, showing a professional and fun organisation to be involved in.

Telling the Remit story is core to our brand and over the next year we will invest in capturing our real business, its passion and why employers and learners choose to work with us.

Please take the time to review the Guidance provided and keep up to date with the Fuse area as this will update as the brand evolves.

POSITIVE VERSION



NEGATIVE VERSION



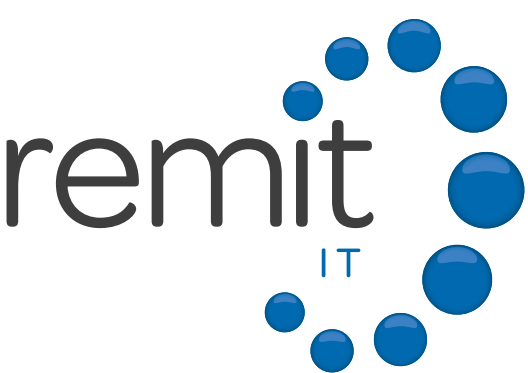
BLACK & WHITE



BLACK & WHITE

The black & white versions are only to be used if necessary due to colour restrictions or a clash of background colours.

SECTOR SPECIFIC LOGOS





remit
GROUP

www.remit.co.uk



remit
GROUP

remit
GROUP

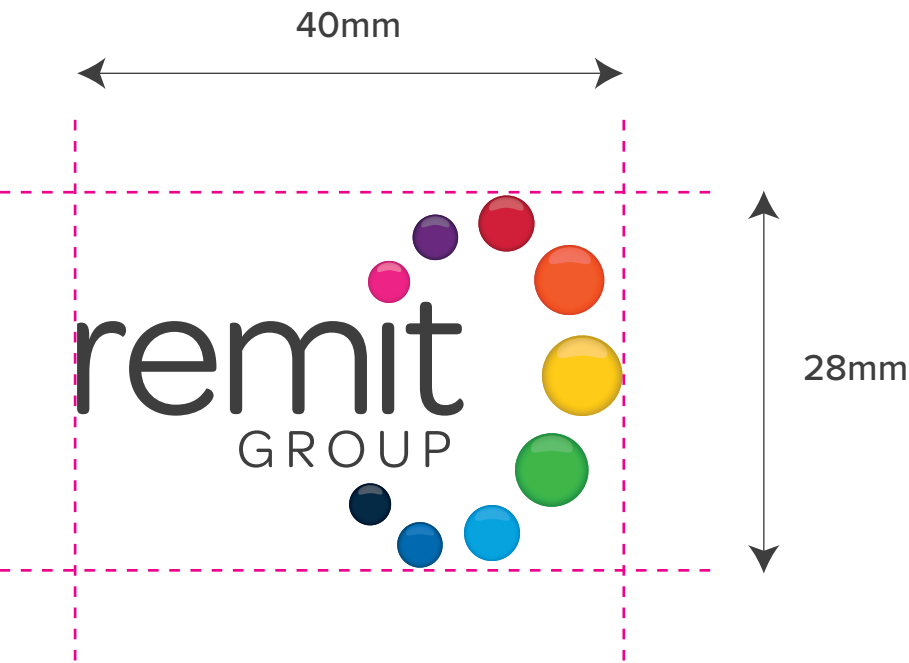
LOGO USAGE - PRINT

In print materials, the preferred amount of clear space around the logo is equal to the full height and width of the letter 'e' used in the identity.



MINIMUM LOGO SIZE - PRINT

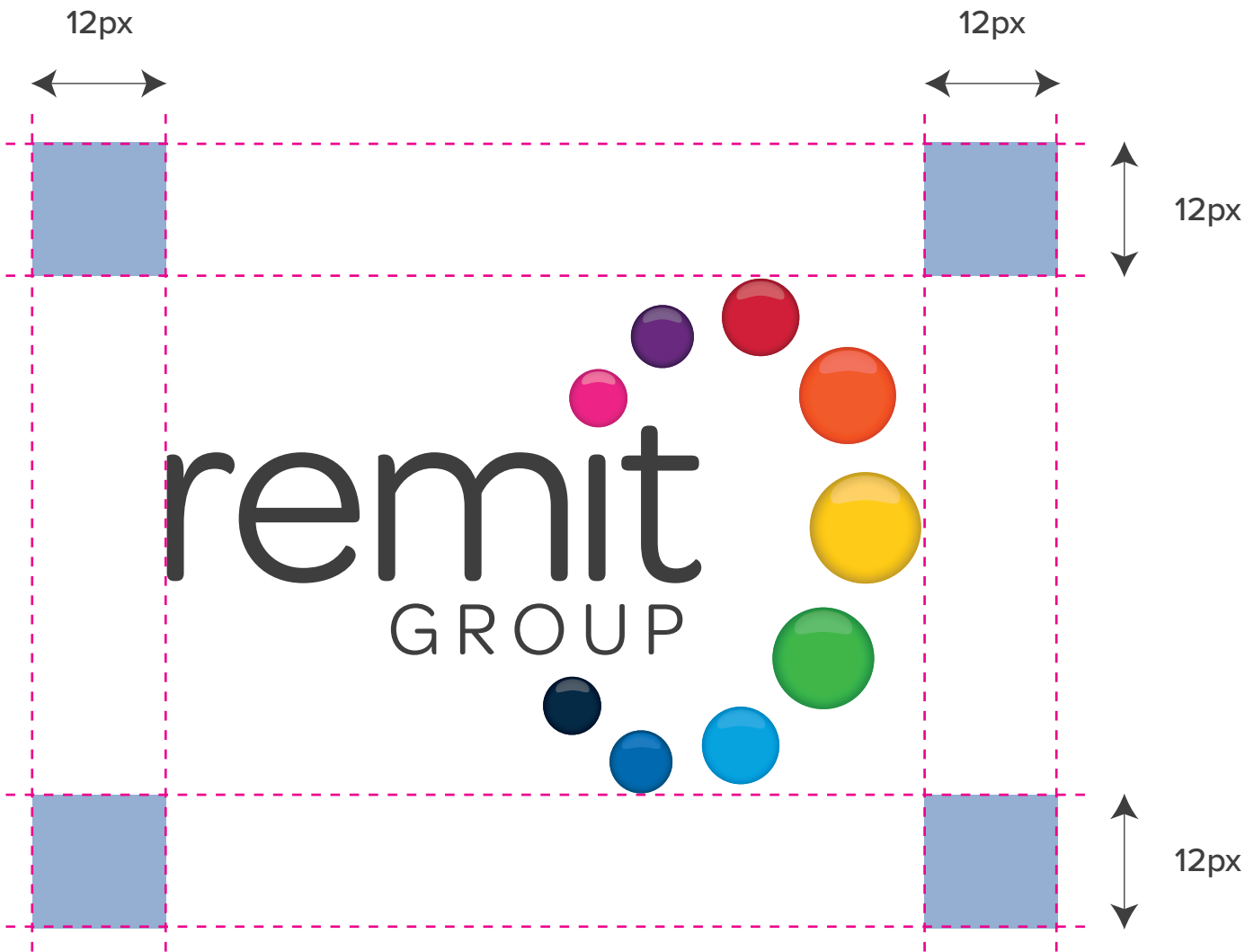
For A4 print purposes the logo should not be reduced below the minimum size of 40mm x 28mm.



Actual Size

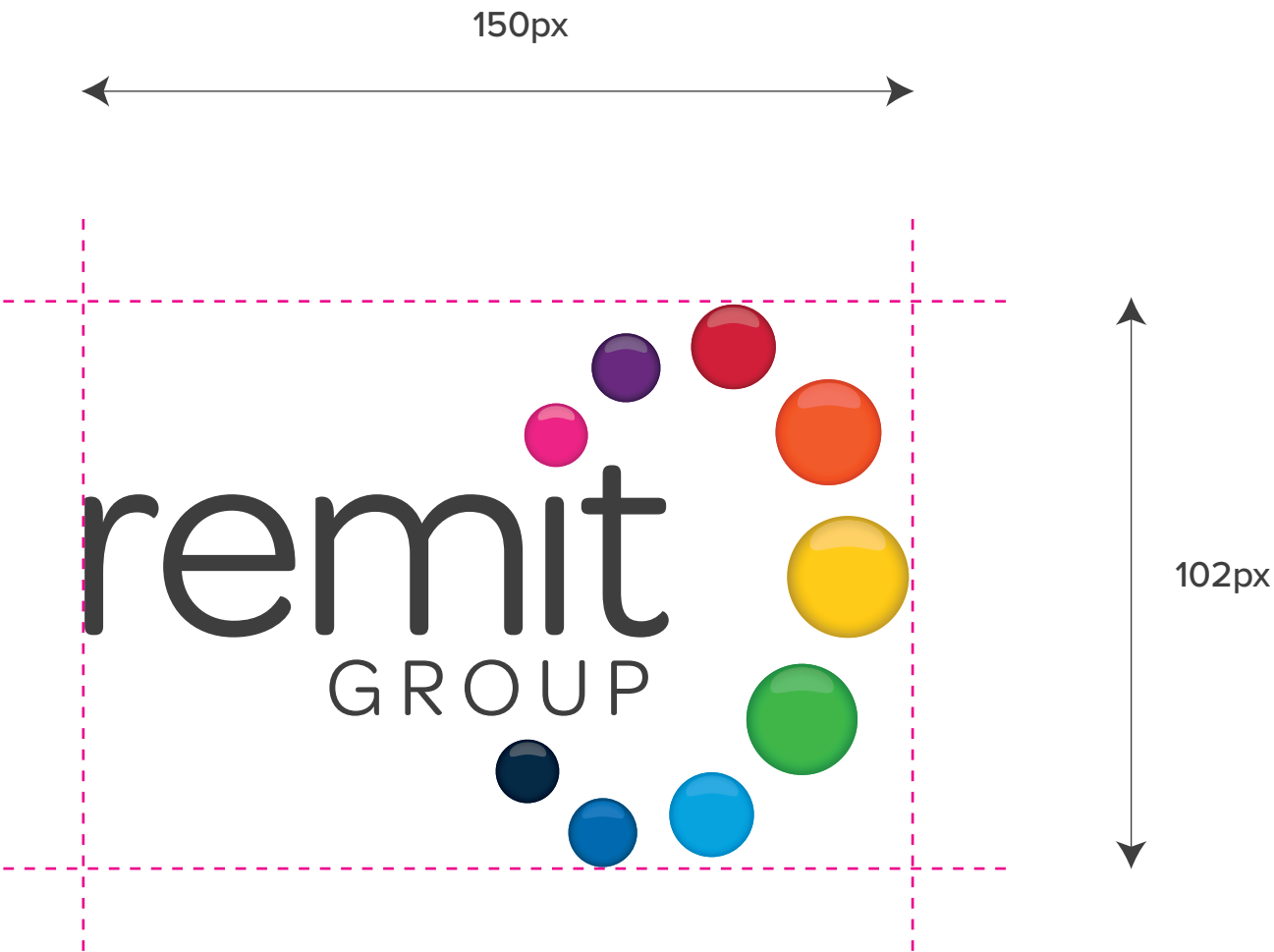
CLEAR SPACE - DIGITAL

In digital design, the preferred amount of clear space around the logo is 12px



MINIMUM LOGO SIZE - DIGITAL

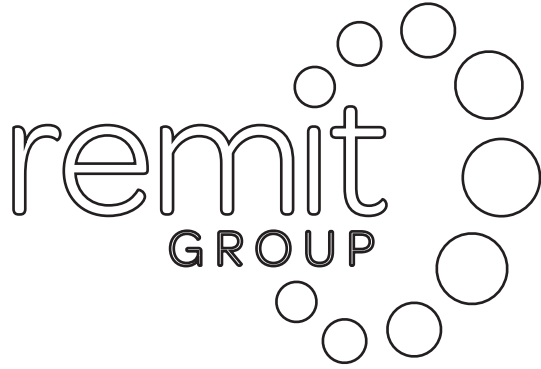
For digital use, the logo should not be reduced below the minimum size of 150px x 102px with a surrounding 10px border



LOGO USAGE - MISUSES



Do not alter the colours of the brand identity



Do not create an outline version of the brand identity



Do not alter the tones of the brand identity



Do not remove the typography of the brand identity



Do not italicise the brand identity



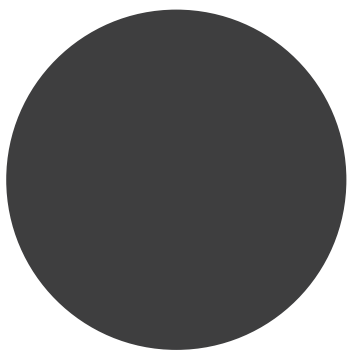
Do not alter the typography of the brand identity



Do not stretch the brand identity

BRAND COLOURS

UNIVERSAL

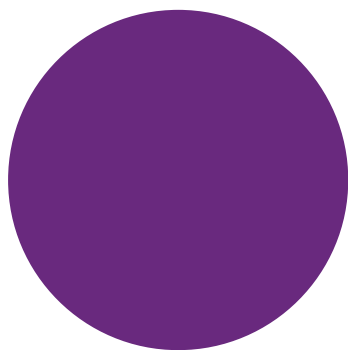


C - 0
M - 0
Y - 0
K - 90

R - 29
G - 29
B - 27

PANTONE BLACK C #3c3c3b

BUSINESS

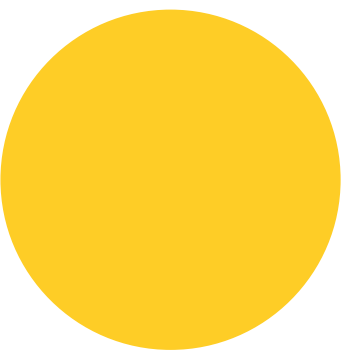


C - 72
M - 100
Y - 14
K - 4

R - 107
G - 30
B - 116

PANTONE 2613C #6b1e74

FOOD

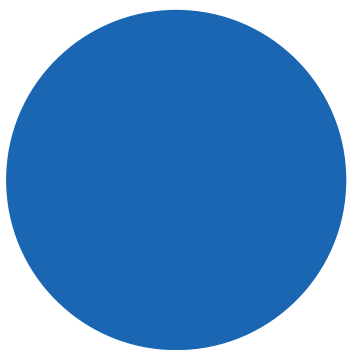


C - 0
M - 20
Y - 96
K - 0

R - 255
G - 206
B - 0

PANTONE 116C #ffce00

IT

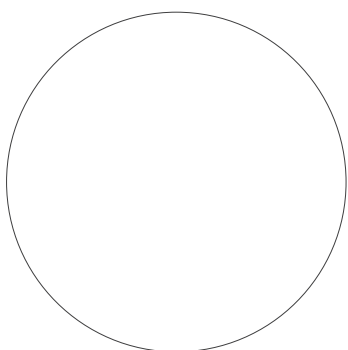


C - 100
M - 57
Y - 4
K - 0

R - 0
G - 92
B - 185

PANTONE 300C #005cb9

UNIVERSAL

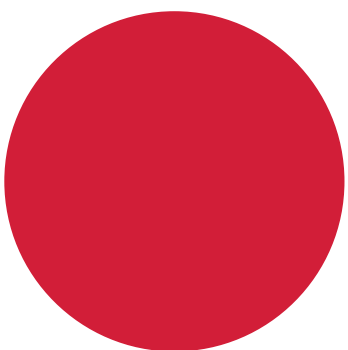


C - 0
M - 0
Y - 0
K - 0

R - 255
G - 255
B - 255

PANTONE WHITE C #ffffff

AUTOMOTIVE

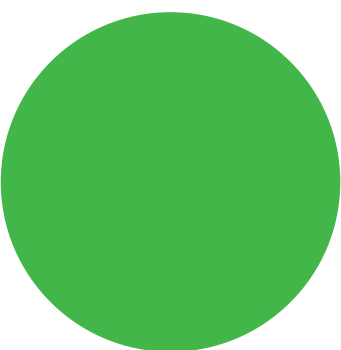


C - 11
M - 100
Y - 82
K - 3

R - 207
G - 10
B - 44

PANTONE 186C #cf0a2c

HOSPITALITY

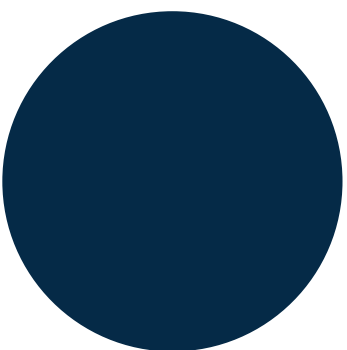


C - 73
M - 0
Y - 100
K - 0

R - 63
G - 174
B - 42

PANTONE 361C #3fae2a

MANAGEMENT

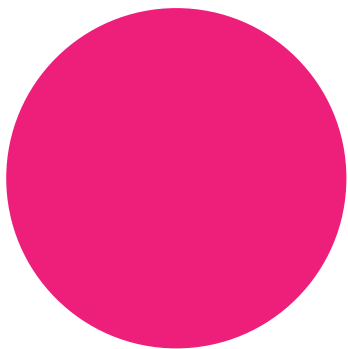


C - 100
M - 80
Y - 45
K - 46

R - 0
G - 43
B - 73

PANTONE 7463C #002b49

GROUP



C - 0
M - 95
Y - 20
K - 0

R - 231
G - 29
B - 115

PANTONE 213C #e71d73

RETAIL

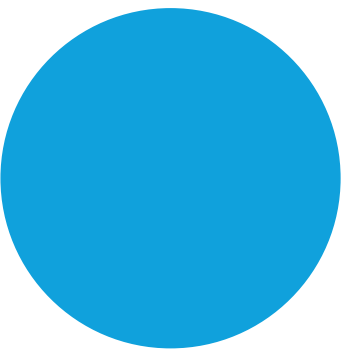


C - 0
M - 79
Y - 94
K - 0

R - 255
G - 76
B - 0

PANTONE 1655C #ff4c00

HEALTH



C - 80
M - 16
Y - 0
K - 0

R - 0
G - 161
B - 223

PANTONE 299C #00a1df

BRAND TYPEFACES

The fonts shown below are for use by our professional design team only and are not standard fonts available on Remit equipment.

PROXIMA NOVA

BOLD UPPERCASE

THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG

SEMI-BOLD UPPERCASE

THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG

REGULAR UPPERCASE

THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG

OMNES

REGULAR UPPERCASE

THE QUICK BROWN FOX JUMPS OVER THE
LAZY DOG

FONT GUIDANCE

For day to day documents and emails etc, our default business font is Calibri.

CALIBRI

BOLD UPPERCASE

THE QUICK BROWN FOX JUMPS OVER THE
LAZY DOG

REGULAR UPPERCASE

THE QUICK BROWN FOX JUMPS OVER THE
LAZY DOG

IMAGERY GUIDANCE

Remit Group imagery is primarily photographic with the additional use of icons and information graphics. Imagery uses reportage lifestyle photography, capturing a moment in time. It should show people enjoying experiences, or capturing the mood or atmosphere of a place. It should be real, warm and human, and most importantly aspirational. The examples shown on this page are designed as a best practice guide for style and contrast.



PHOTOGRAPHY DO'S & DONT'S

Please note: be aware of cultural sensitivities regarding alcohol and dress. Choose your imagery accordingly.

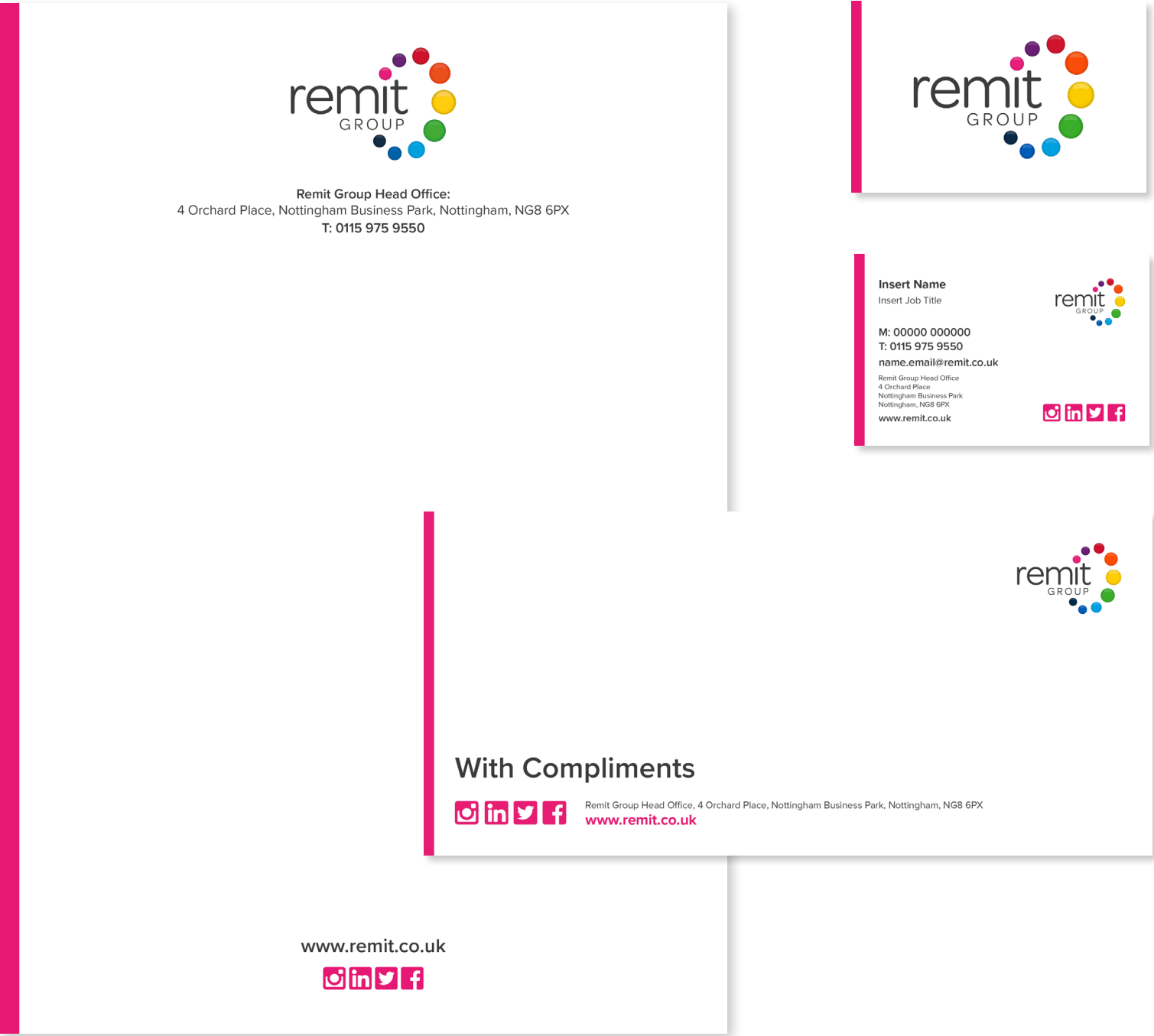
PROMOTIONAL MARKETING MATERIAL

We are in the process of developing specific guidance around our image style. Future imagery for new materials will be based around real images of our clients and learners. We will need Remit staff to support us in finding the best people and places to photograph over the coming months.



STATIONARY

Below shows a collection of Remits stationary designs.



ICONOGRAPHY

Below shows a collection of the typical style of icons Remit Group uses.



GUIDELINES ON LANGUAGE, STYLE AND KEY MESSAGES

Overview

It's important for every company to have a 'tone of voice', it helps an organisation position itself in the market and enables employees and stakeholders to present a unified public perception.

It's important that everyone's experience of Remit is the same, whether they are a learner, employer, partner, supplier, member of staff and even one-off visitors to the website/consumers of marketing materials.

A cohesive 'tone of voice' can be achieved through the way we talk about the company in person, in any correspondence we have with stakeholders, both internal and external and in any marketing materials/public facing documents/website/social media.

WHAT IS A TONE OF VOICE?

Our 'tone of voice' is the collective way we communicate with others predominantly it's a style of writing. The way we talk about the company and the services we provide, the way we position ourselves as a company and how we want to be perceived.

Some of the good examples of organisations with a successful and well established 'tone of voice' come from the retail sector. Names like John Lewis and Marks and Spencer evoke thoughts of quality, heritage, excellent customer service, they give the impression of being family-friendly and trustworthy.

This impression is partly down to the products they sell and service they deliver, (you can find similar products at The Range, TK Max etc.); but mostly it's because of their tone of voice. It comes across consistently in all their communications; advertising, their promotional materials, website etc.

It also filters down to influence the manner and approach of their employees, the language they use and becomes a 'way of being'. John Lewis (for example) talks frequently about its employees and creates a culture where they are valued. Their marketing is directed towards their key target consumers (middle class women), without alienating outer audiences and maintaining a range of core values.

A tone of voice is not just about what you say, but the way you say it.

A tone of voice also builds trust. There is a strong link between familiarity and trust. Because something familiar requires little effort to process, we are more likely to feel at ease around it. Thinking along these lines, a company must be consistent in its use of language so that its writing becomes familiar to the customer.

Finally, tone of voice can be used to influence and persuade. People don't always remember what organisations motto/values are, but they do remember how you made them feel. Often the way we say something creates a feeling. People can be very sensitive to language; how many times have you formed impressions of people as soon as they begin to hear or read their words?

Creating a specific tone of voice, then, plays a crucial part in this.

THE REMIT TONE OF VOICE

Tone of Voice for our communications are a key element of our brand presence and help us to communicate our brand and values effectively. It's important that all audiences of Remit receive a consistent experience from the business, whether they are a learner, employer, partner, supplier, or colleague.

Tone of Voice is the collective way we communicate with others and is predominantly a style of writing. It is the way we talk about the company and the services we provide, the way we position ourselves as a company and how we want to be perceived.

Some of the good examples of organisations with a successful and well established 'Tone of Voice' come from the retail sector. Names like John Lewis and Marks and Spencer evoke thoughts of quality, heritage, excellent customer service, they give the impression of being family-friendly and trustworthy and this runs through their brand and written communications.

A Tone of Voice also builds trust. There is a strong link between familiarity and trust. Because something familiar requires little effort to process, we are more likely to feel at ease around it. Thinking along these lines, a company must be consistent in its use of language so that its writing becomes familiar to the customer.

Finally, Tone of Voice can be used to influence and persuade. People don't always remember what an organisations products or services might be, but they do remember how you made them feel. Often the way we say something creates a feeling.

KEY PRINCIPLES OF COMMUNICATION

All Remit communications should reflect our core values, vision and mission:

Values:

- Right first time
- Honesty and integrity
- Teamwork
- Continuous improvement
- Zero waste

Vision:

- To be the learner and employer focused training provider of choice

Mission:

- To maximise the skills of everyone in their chosen industry

COMMUNICATION GUIDANCE

- All Remit communications should use language that reflects our Brand Personality which is Hero/Nurturer. Written communications should be honest, warm and conversational
- We are all responsible for ensuring that spelling, grammar and punctuation are right first time
- Remit will use simple communications which are easy to understand avoiding jargon and acronyms
- We will use stories, customer examples and quotes to bring to life our services
- Remit will adapt our tone of voice only when tailoring communications to employers or learners
- We refer to ourselves as a national training provider
- If using abbreviations always explain in brackets when using for the first time in the body text. For example: VAT (Value Added Tax).
- Capital letters should be used only for proper titles and at the start of a sentence
- Always talk about Remit in the first person. We represent ourselves as a collective company. For example, rather than saying “Remit works with more than 4,000 learners”, we should be owning this statement and saying: “We work with more than 4,000 learners”.
- We are a company that talks about the ‘we, our and us’ and never ‘them, theirs and those’.
- When you are talking about a company you should always talk about them as a single organisation, for example ‘Remit Group is one of the leading training providers’ and NOT ‘Remit Training are one of the leading training providers’.
- When we’re talking about Remit Group, we can talk in the plural sense, as we are referring to a group of individual companies. For example, ‘Remit Group are working together to achieve...’.
- It is not necessary to repeat the full title of the company all the way through a document. In the first instance, always write the name of the company out in full, for example ‘Remit Group’. Any future mentions only need to refer to Remit.

WRITING GUIDE

At Remit, we need to adopt a ‘Plain English’ approach to our written communications.

Why use Plain English?

- It is faster to write
- It is faster to read
- You get your message across more often, more easily and in a friendly way

The key principles are:

- Stop and think before you start writing. Make a note of the points you want to make in a logical order
- Prefer short words. Long words will not impress your customers or help your writing style.
- Use everyday English whenever possible.
- Avoid jargon and corporate words, and always explain any technical terms you have to use. For example instead of granular, use detailed. Instead of reach out, use contact.
- Keep your sentence length down to an average of 15 to 20 words. Try to stick to one main idea in a sentence.
- Use active verbs as much as possible. Say ‘we will do it’ rather than ‘it will be done by us’.
- Be concise
- Imagine you are talking to your reader. Write sincerely, personally, in a style that is suitable and with the right tone of voice.
- Always check that your writing is clear, helpful, human and polite.

WORDS TO USE & AVOID

USE:	DON'T USE:
• Colleagues • Development Coach • Partners	• Staff, employees • Assessors • Clients, customers

Remit Thesaurus

Here are some phrases or words you might associate with Remit and our business:

• National training provider • Provider of choice • Training partner • High quality • Supportive • Flexible • Personable • Approachable • Warm • Honest • Welcoming	• Open • Professional • Innovative • Experts • Bespoke • Continuous improvement • Online delivery • Excellence • Engaging • Progressive
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