PS GROUP BRAND GUIDELINES VERSION 12 | 24.09.24 | **1** 



# VPS BRAND GUIDELINES



VPS GROUP BRAND GUIDELINES

VERSION 12 | 24.09.24 | **2** 

# INTRODUCTION

In this guide we look at the visual elements and language that make up the VPS Group brand.

More than just our logo, our brand includes the colours and typography we use, iconography, photography and tone of voice, joining together to create recognisable and consistent communications.

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# **01** | LOGO



# 01 | VPS MASTER LOGO LOCK-UP

Our Master Logo Lock-up is our hero. It signifies our presence. It is integral to every VPS Group communication, product or service. It is simple to use and has clear colour, size and positioning guidelines to ensure a uniform appearance.

It is to be used in black on a white or light colour background (FIG. 01).

It is to be used in white on a dark colour background (FIG. 02).

It can be viewed and downloaded from our <u>VPS Resource Hub</u>.

FIG. 01



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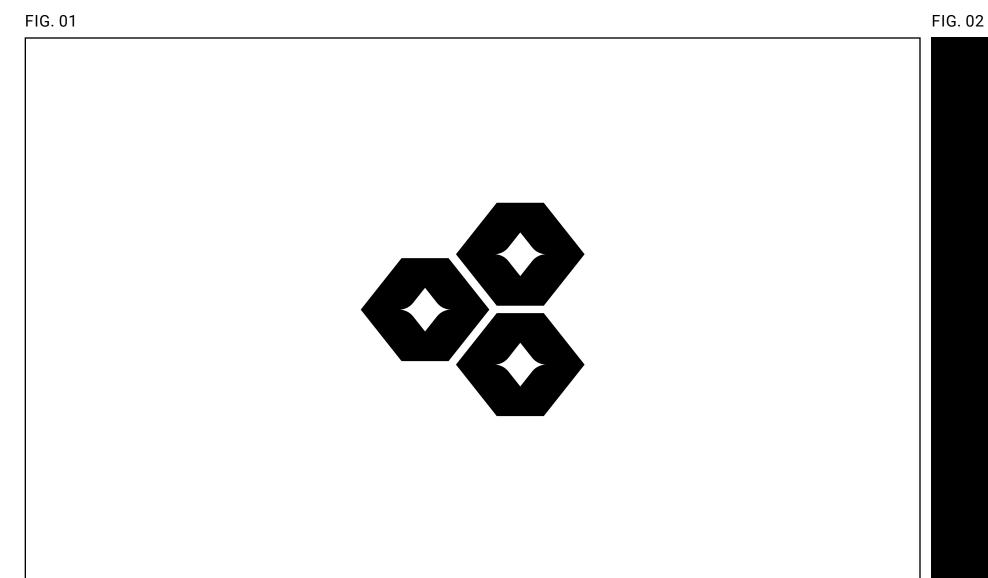
# 01 | VPS MARQUE

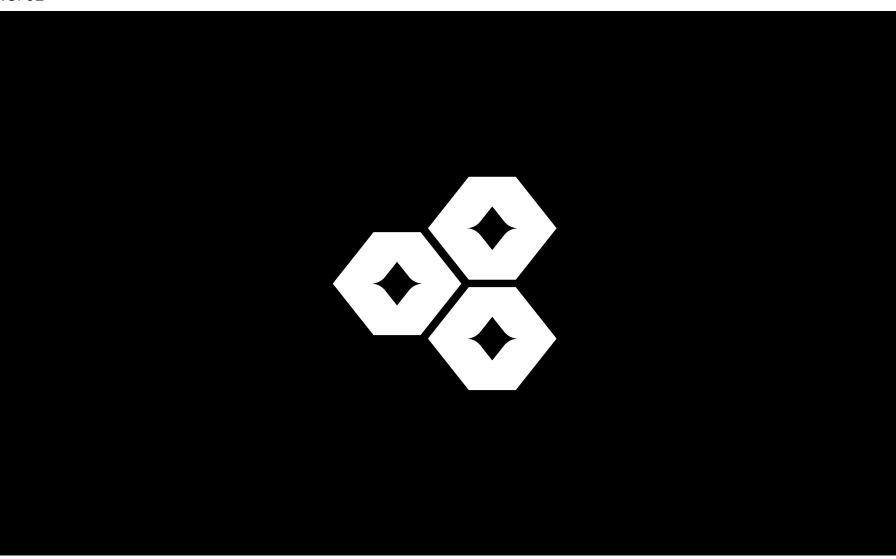
The VPS emblem should be used sparingly by itself, with the primary logo lockup (pg. 4) being the preferred default. However, it can serve as a visual focal point on social media and app platforms.

Use it in black on a white or light-colored background (FIG. 01).

Use it in white on a black or dark-colored background (FIG. 02).

It can be viewed and downloaded from our <u>VPS Resource Hub</u>.





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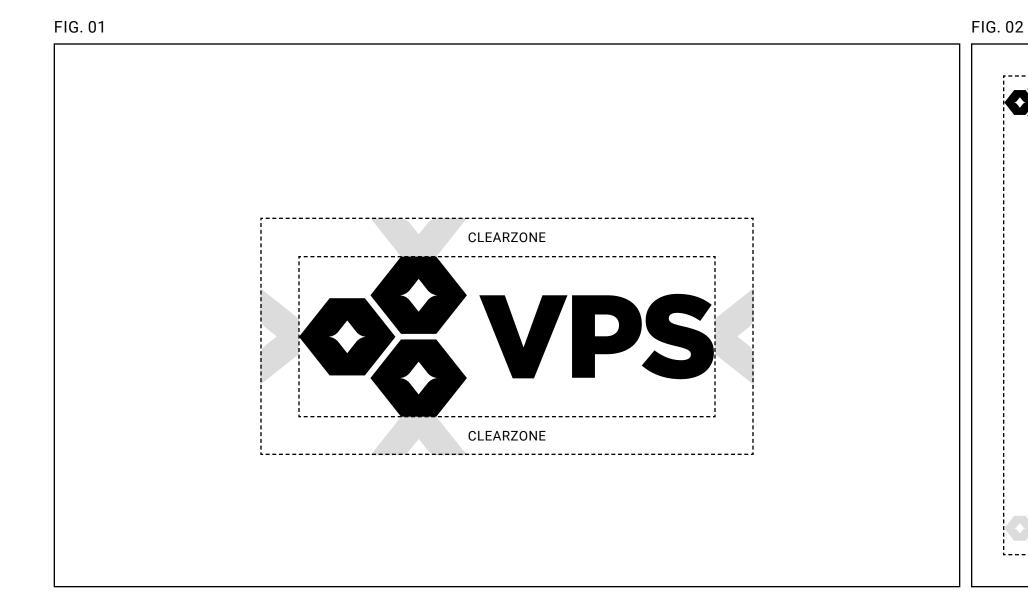
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**06. EXAMPLES** 

# 01 | LOGO PLACEMENT

To maintain the integrity and stand out of the our logo please observe the clearzone shown below (FIG.01).

When placing the logo on marketing and sales collateral please use top left where possible. Alternatively top right, bottom left and bottom right are also permissible (FIG.02).



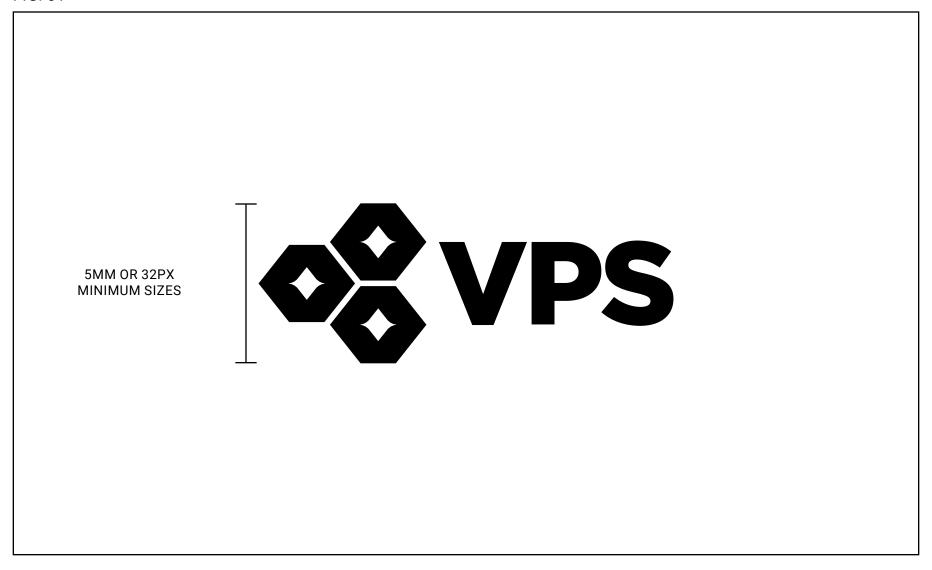


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# 01 | LOGO SIZING

There is no maximum size limit to our logo. But enlarge in proportion, with consideration to the overall design of the communication. To maintain full legibility, the VPS Group logo has a minimum height size of 5mm for print or 32 pixels for screen (FIG. 01).

FIG. 01

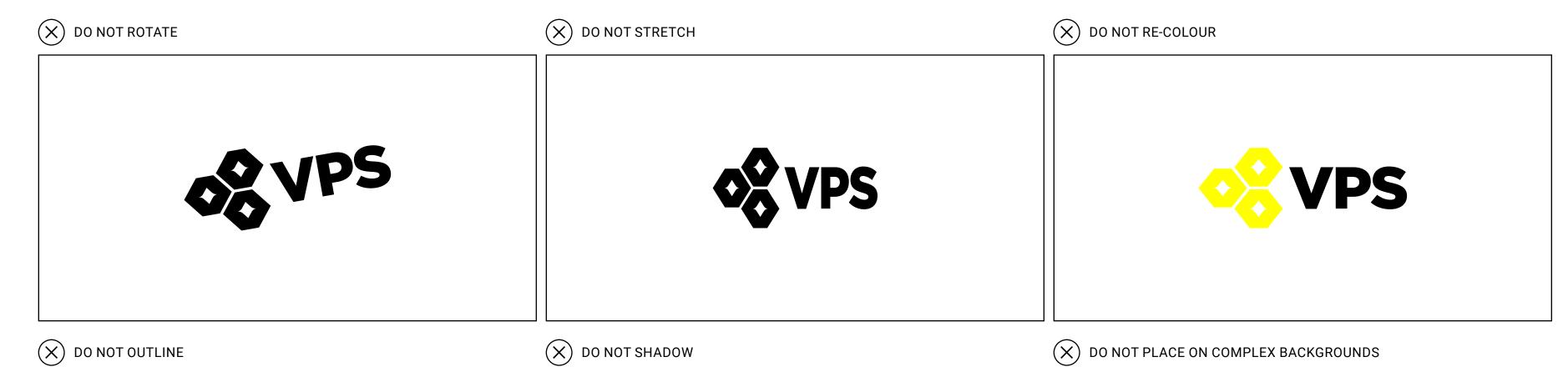


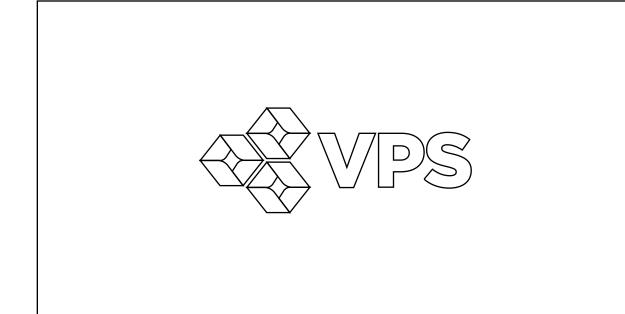
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# 01 | LOGO RESTRICTIONS

There are restrictions when using our logos shown below. Please observe them.

Should you have any questions or need assistance regarding our logo use please contact your marketing lead.









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# 01 | CO-BRANDING LOCK-UP INLINE

The co-branding lock-up is required when we jointly market our services with another organisation. Position the logos alongside each other in a fixed relationship, divided by a vertical line and with the VPS logo sitting on the left. Attention must be paid to the clearzone between the logos and the line (FIG. 01).

FIG. 01







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01. LOGO

# 01 | CO-BRANDING LOCK-UP STACK

When the format requires an alternative layout for co-branding lock-up please use the template below. Our solution is to position the logos one above the other in a fixed relationship, divided by a horizontal line and with the VPS logo sitting on top. Attention must be paid to the clearzone between the logos and the line (FIG. 01).

FIG. 01







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# 01 | PRODUCT LOGO LOCK-UPS

Product logo lock-ups can be created using the VPS Marque and Roboto font. Attention must be paid to the clearzone between the marque and the text (FIG. 01). Product logos can only created using black, white and yellow.

FIG. 01







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# 01 | SUB-BRANDS - PRODOMO

VPS Group have a number of sub-brands including Prodomo. This logo is simple to use and should be treated using the same protocols established with the VPS logo (pages 4-10).

It is to be used in black on a white or light colour background (FIG. 01).

It is to be used in white on a dark colour background (FIG. 02).

It can be viewed and downloaded from our <u>VPS Resource Hub</u>.

FIG. 01 FIG. 02





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	The Pulse Iconography  IMAGERY Product imagery	20 21 22 23

# 01 | SUB-BRANDS - VPSITEX

VPSitex is another sub-brand within the VPS Group. This logo is also simple to use and should be treated using the same protocols established with the VPS logo (pages 4-10).

It is to be used in black on a white or light colour background (FIG. 01).

It is to be used in white on a dark colour background (FIG. 02).

It can be viewed and downloaded from our <u>VPS Resource Hub</u>.

FIG. 01 FIG. 02





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# 02 | COLOURS



# 02 | COLOURS

Our primary brand colours provide VPS Group with distinct brand recognition, creating trust with our audience through consistent use. Our primary colours should be used at every touch point.

### PRIMARY COLOURS

# VPS MIDNIGHT BLACK PMS: RGB: 0/0/0 CMYK: 0/0/0/100 Hex: #000000

### **VPS LEMON YELLOW**

PMS: RGB: 255/255/0 CMYK: 0/0/100/0 Hex: #FFFF00

## **VPS SNOW WHITE**

PMS:
RGB: 255/255/255
CMYK: 0/0/0/0
Hex: #FFFFFF

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# 03 | FONTS



# 03 | PRIMARY FONT

Our brand font is Roboto. It's combines excellent legibility online and offline. It is to be used for headlines and text. An example of our typical font hierarchy is shown below (FIG.01).

It can be downloaded free from our VPS Resource Hub.

# Roboto

**ROBOTO THIN** 

ABCDEFGHIJKLMnopgrstuvwxyz0123456789

**ROBOTO LIGHT** 

ABCDEFGHIJKLMnopqrstuvwxyz0123456789

ROBOTO REGULAR

ABCDEFGHIJKLMnopqrstuvwxyz0123456789

ROBOTO BOLD

ABCDEFGHIJKLMnopqrstuvwxyz0123456789

ROBOTO BLACK

ABCDEFGHIJKLMnopqrstuvwxyz0123456789

FIG.01

# **VPS Group**

# We are Europe's leading temporary security specialist.

We Operate from 12 strategically placed depots across the UK & Ireland and provide a national service at a local level.

We provide services that aim to significantly reduce the costs of securing, protecting and maintaining the value of property or assets, strengthen and improve safety and insurance compliance and lessen many negative impacts of such sites on the local community.

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# 03 | SECONDARY FONT

If our brand font Roboto is unavailable or not compatible please use Arial. This font is system resident on all operating systems. An example of our typical font hierarchy is shown below (FIG.01).

Please note: Combining Roboto and Arial on the same page should be avoided where possible.

ARIAL REGULAR

ABCDEFGHIJKLMnopqrstuvwxyz

ARIAL BOLD

ABCDEFGHIJKLMnopqrstuvwxyz

FIG.01

# **VPS** Group

# We are Europe's leading temporary security specialist.

We Operate from 12 strategically placed depots across the UK & Ireland and provide a national service at a local level.

We provide services that aim to significantly reduce the costs of securing, protecting and maintaining the value of property or assets, strengthen and improve safety and insurance compliance and lessen many negative impacts of such sites on the local community.

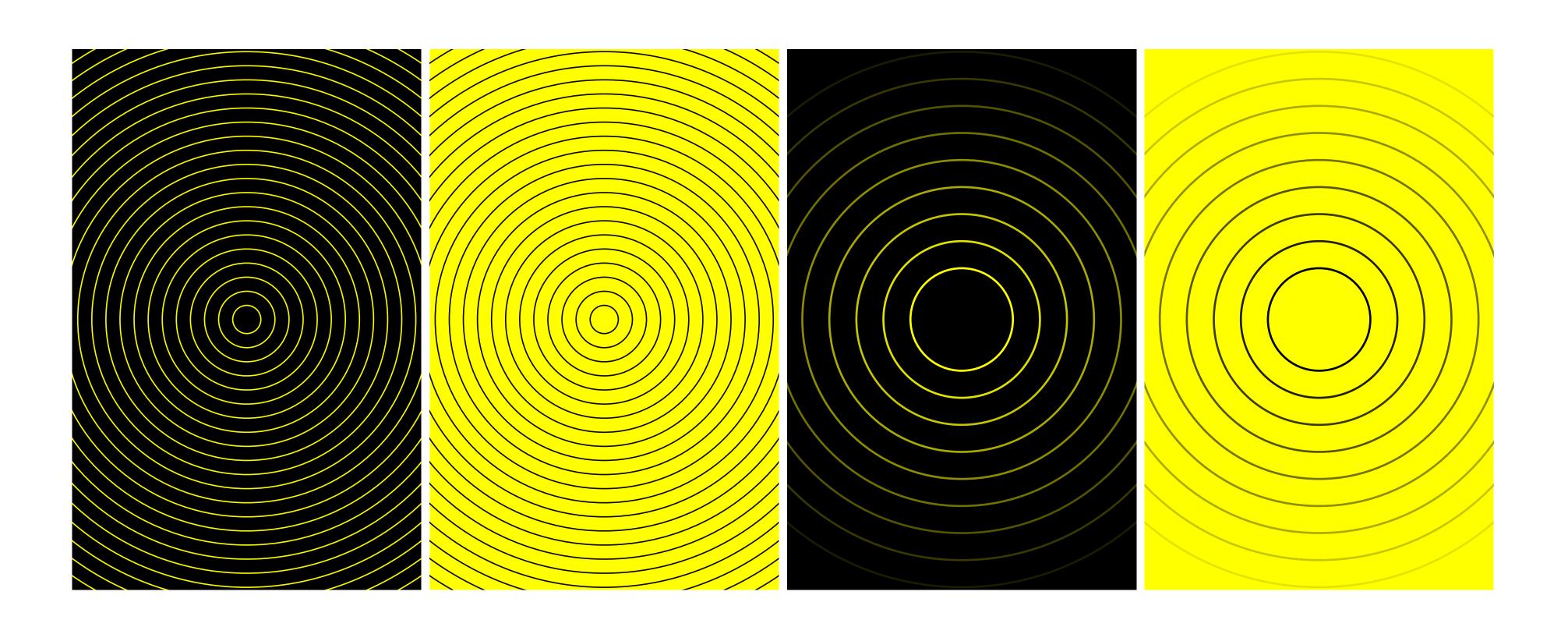
UI.	LUGU	-
	VPS Master Logo Lock-up	4
	VPS Marque	5
	Logo Placement	6
	Logo Sizing	7
	Logo Restrictions	8
	Co-Branding Lock-ups	9-10
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# 04 | THE PULSE

The Pulse pattern has been created as a unique and strong branding element for VPS Group. The pattern can be used throughout in a variety of ways. It is available in 2 colourways and two variations shown below.

The Pulse is used on template PPT and Word headers and front covers.

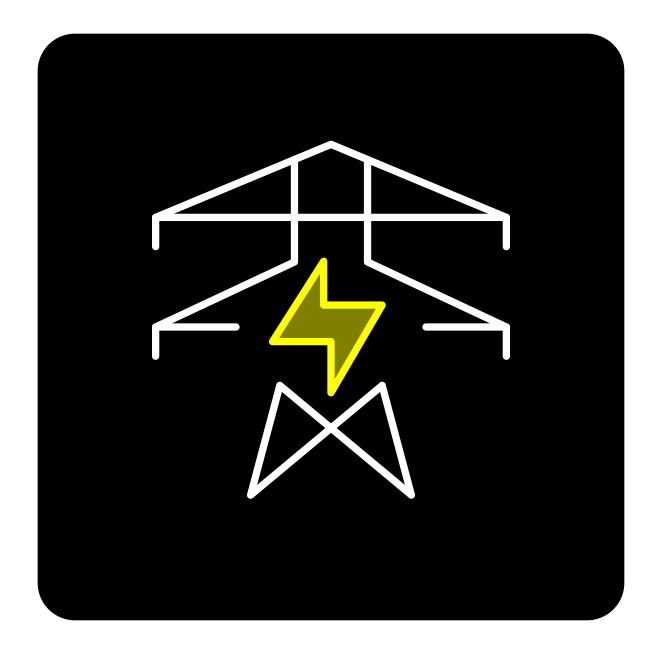


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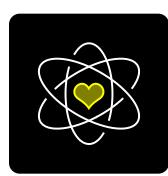
# 04 | ICONOGRAPHY

Our icon library is extensive and can be used only in the colour variations below. This library can be viewed and downloaded from our <u>VPS Resource Hub</u>.

Should any further icons need to be created please contact your marketing lead.

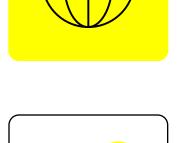


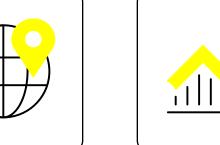




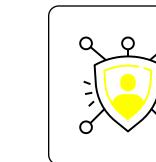












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Iconography	2

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03. FONTS

**Primary Font** 

Secondary Font

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F	Product imagery	2
	n-Action Imagery	2
(	Cut-Out Imagery	2
(	Group Portrait Imagery	2

# 05 | IMAGERY



# 05 | PRODUCT IMAGERY

Our product imagery showcases our range in staged situations. Attention should be paid to the composition of the image and include our primary brand colours where possible.

These images can be viewed and downloaded from the <u>VPS Resource Hub</u>.









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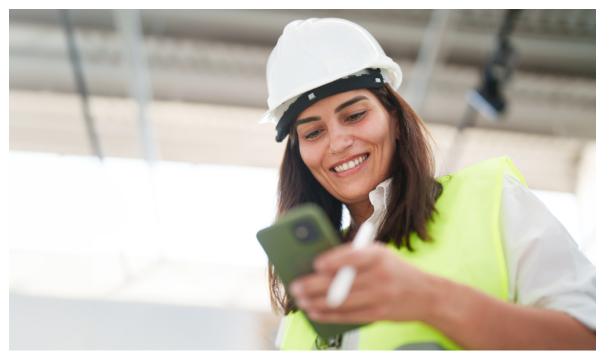
# 05 | IN-ACTION IMAGERY

Our in-action imagery showcases our staff and products in use. Attention should be paid to the composition of the image and include our primary brand colours where possible. Please avoid showing our staff looking directly to camera.

These images can be viewed and downloaded from the <u>VPS Resource Hub</u>.









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01. LOGO

# 05 | CUT-OUT IMAGERY

Cut-out imagery should be used to add dynamism to our collateral and be used sparingly (eg. one per page). They work particularly well when used for VPS products shown below.

These images can be viewed and downloaded from the <u>VPS Resource Hub</u>.







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# 05 | GROUP PORTRAITS

Our group portraits should be used in colour only. The staff member should ideally be wearing a black VPS branded polo or shirt. The background should also contain a hint of yellow to reinforce the brand colours.











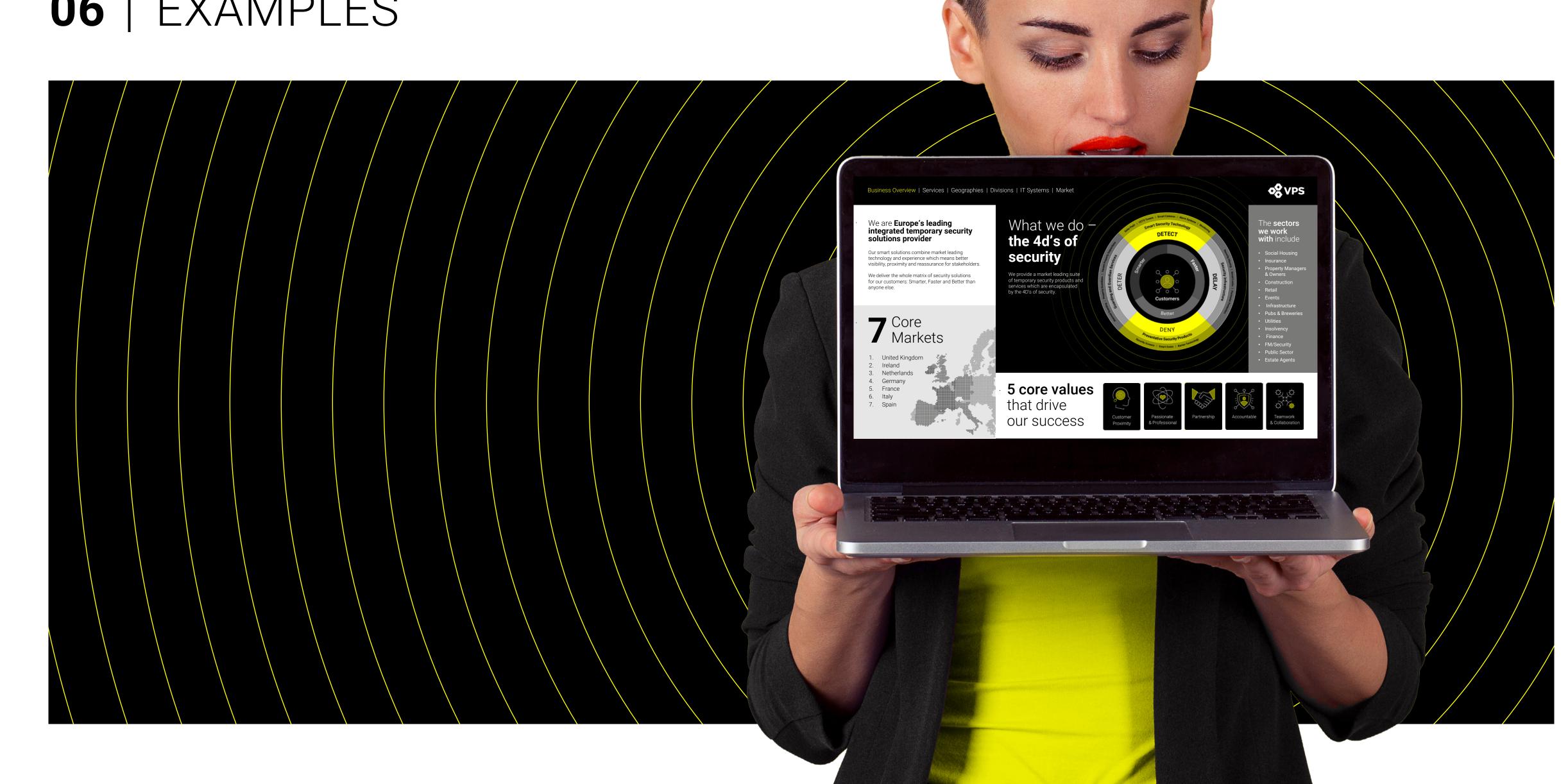


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**06. EXAMPLES** 

# 06 | EXAMPLES



# 06 | WEBSITE

Careers VPS Europe >  Search Q Contact us Sear	
EUROPE'S LEADING TEMPORARY SECURITY SPECIALISTS.	14:07
Request a quote	Europe's Leading Temporary Security Specialists.  VPS are Europe's leading temporary security specialists, delivering risk management through tailored security solutions to address specific temporary needs  Meet Our Team  A  vpsgroup.com  C

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# 06 | PRESENTATION

Our Powerpoint template can be viewed and downloaded from our VPS Resource Hub.



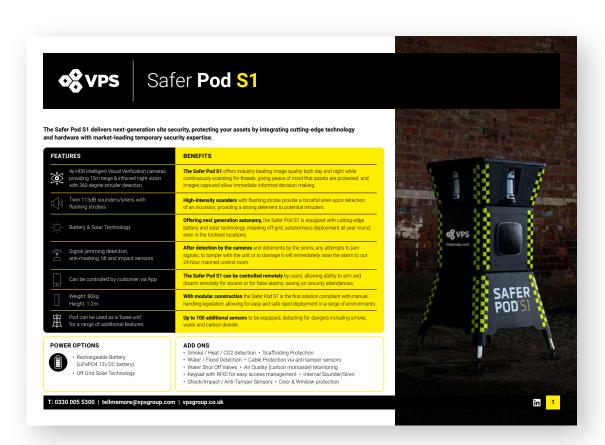
UI.	LOGO	
	VPS Master Logo Lock-up	4
	VPS Marque	į
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	Logo Sizing	-
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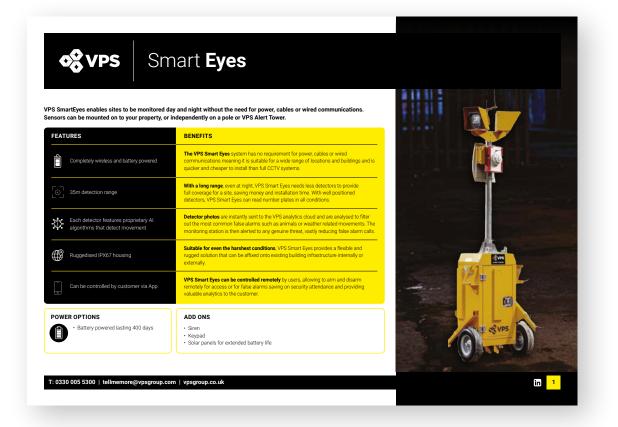
# 06 | PRINT - PRODUCT CATALOGUE

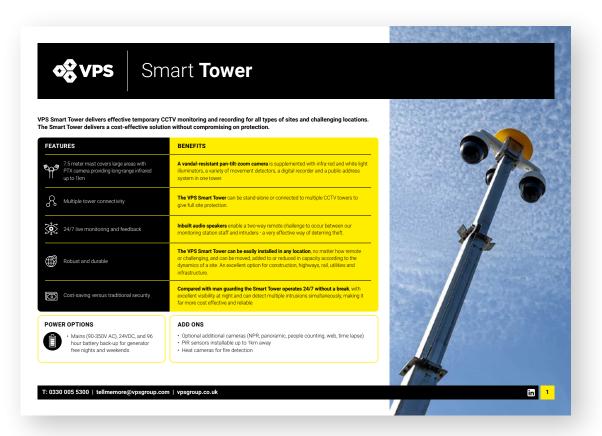












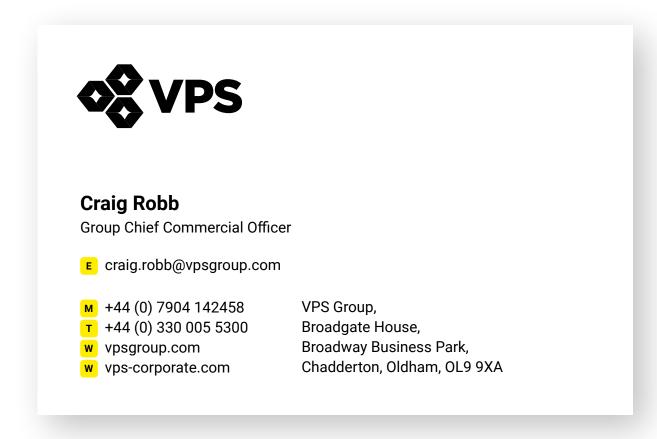
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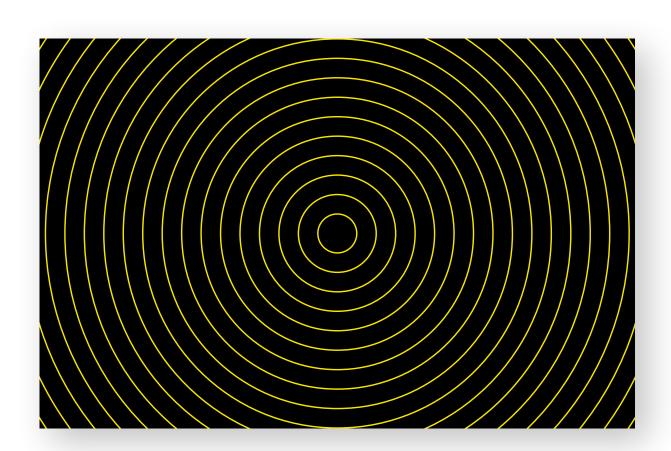
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VPS GROUP BRAND GUIDELINES VERSION 12 | 24.09.24 | **31** 

# 06 | PRINT - STATIONERY







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VPS Group, Broadgate House, Broadway Business Park, Chadderton, Oldham,

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