

# brand guidelines

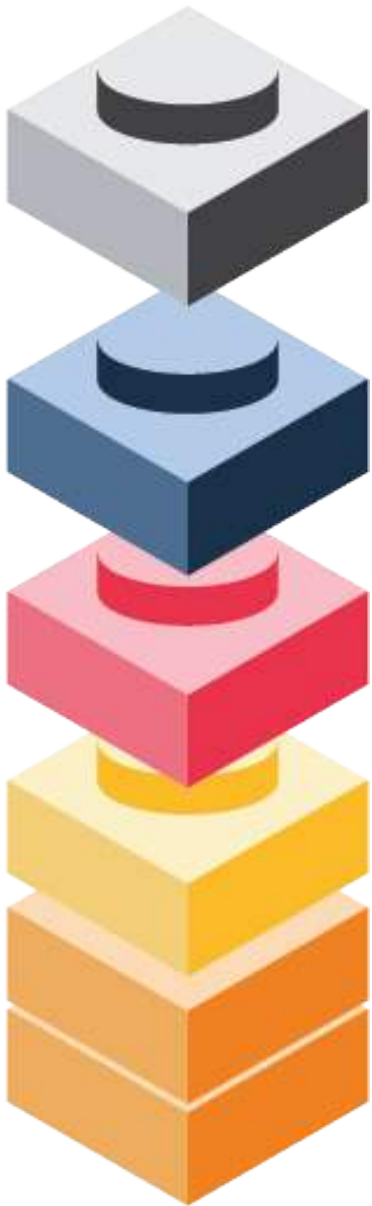
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doing things differently

# introduction to PfH

Welcome to PfH. This guide will detail all the visual elements that make up our core identity. This includes rules and recommendations for creating content across a range of channels. These guidelines aim to ensure brand consistency is always upheld, whilst still allowing a degree of creative flexibility.

# brand values



trust

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people

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effective

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innovative

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responsible

# primary logo

The master PfH logo should always be used when circumstances allow. The master logo can be used in black when colour printing is not available. When designing on a coloured background, use the white version of the logo. This is the clearest way we can represent our company visually.

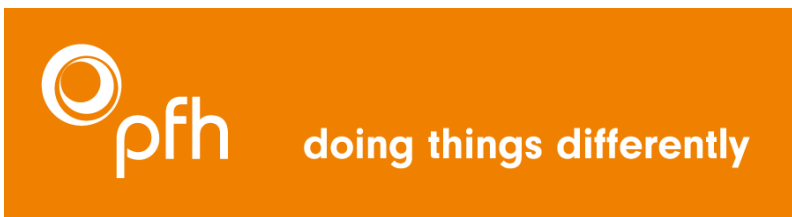
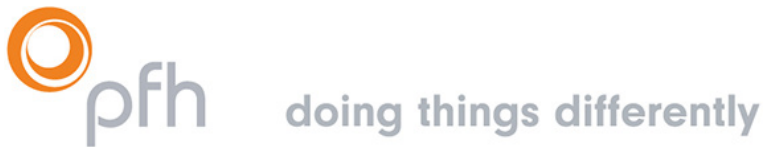
Master logo



Colour variations



# logo with strapline



# logo application



Correct use of our logo on a coloured/ picture background will be dictated by which variation would be seen best, clearly and unobstructed.

There must be clear spacing around any variation of the logo to avoid any obstruction. The logo must also be placed equally away from the edge on the image, header, background etc.





# font

We use just one typeface: Neuzzeit Grotesk. Using one typeface throughout lends itself to a much more simplistic, consistent design.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!?"£%&\*().

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!?"£%&\*().



# font styles

Neuzeit Grotesk | Light | pt.70

statement text

Neuzeit Grotesk | Regular | pt.45

header text

Neuzeit Grotesk | Bold | pt.20

**subtitle text**

Neuzeit Grotesk | Light | pt.70

statement text

Neuzeit Grotesk | Regular | pt.45

header text

Neuzeit Grotesk | Bold | pt.20

**subtitle text**

# colour

Colours are more than just a visual aid, they convey a brands personality.

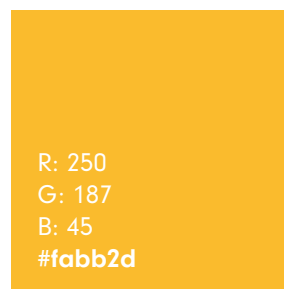
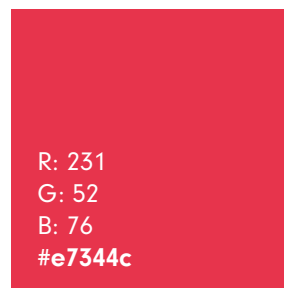
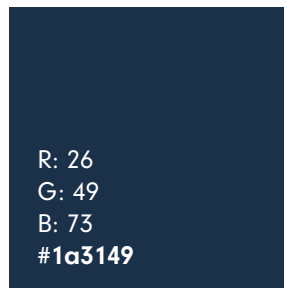
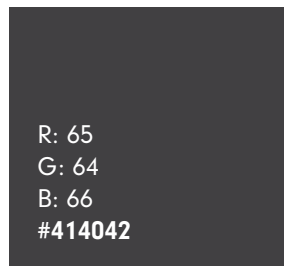
Orange and light grey are the PfH primary colours, however the bold orange is our hero colour and we use this to clearly signify the presence of PfH. We have also introduced a set of vibrant secondary colours to be used as accent colours, complimenting our signature orange and grey.

All Dynamic Purchasing System related content should primarily feature the DPS purple and light grey across all channels and collateral.

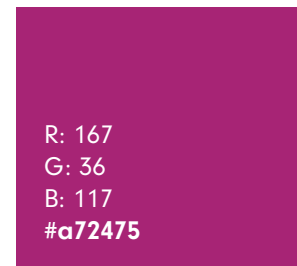
## Primary colours



## Secondary colours



## DPS Primary colour



# imagery



The imagery style should be made up of high quality, strong, vibrant images that focus on people and 'moments' where possible. This could include the people we help, the workforce and processes we have or images can centre around the solutions/services we provide.

For a bold and interesting feel to designs, images can also be layered with hues of our brand colours.







# iconography

Keeping it simple and streamlined, our icons for each PfH solution clearly demonstrate each area in a flat and uncomplicated manor. Icons should always be displayed in relevant brand colours:

PfH | PfH Orange  
DPS | DPS Purple



**safe,**  
**trusted,**  
**effective,**  
routes to  
market with  
tailored  
solutions.

# visual style

The visual style of any collateral across any channel should include each level of the brand, as discussed in this document to be clear, concise and effective in our message. A method for creating this consistent design is using our strong brand colours throughout, often in block shape form. Small details such as line strokes or negative space can be used to separate content elements.





# business cards

Our stationery system is an expansion of the brand, using simple, clean designs that offer clarity. We use our bold orange colour and logo, or tagline logo, on all business cards and stationary. All artwork for stationary should be flat, meaning no added effects such as 3d, gradients or drop shadows.



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