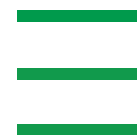


Corporate Branding Manual

# Brand

# Guideline.

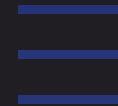


**Wessex**



# Brand Guideline.

Innovation by helping partners  
deliver the best results.



|          |                     |           |          |                   |           |
|----------|---------------------|-----------|----------|-------------------|-----------|
| <b>1</b> | <b>Intro</b>        | <b>4</b>  | <b>5</b> | <b>Website</b>    | <b>25</b> |
| <b>2</b> | <b>Logos</b>        | <b>10</b> | <b>6</b> | <b>Stationery</b> | <b>30</b> |
| <b>3</b> | <b>Typography</b>   | <b>16</b> | <b>7</b> | <b>POD</b>        | <b>36</b> |
| <b>4</b> | <b>Social Media</b> | <b>21</b> | <b>8</b> | <b>Packaging</b>  | <b>41</b> |

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# Table of **contents.**

# intro

Welcome / Intro / Mission



Introduction

# Welcome



Jan 30, 2023



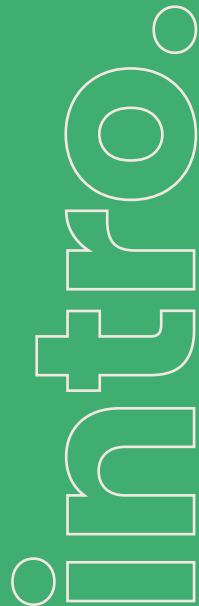
Mark Powell  
Director

From our family to yours, we would like to welcome you as a stakeholder in our business; a place where we can work collaboratively, openly, and with purpose and passion.

When an organisation joins Wessex, they join our customer family and will make an impact on our direction, the lives of others, and have a positive impact on the environment.



*Mark Powell*



# About.

With a core focus on sustainable service delivery, environmental impact prevention, supporting local communities and product innovation, we strive to create outstanding experiences for customers at all touchpoints, while creating a sustainable future that reinvests into communities across the UK.

Founded in 1991 by Gareth and Susan Powell with a vision of revolutionising Janitorial product supply. Fast-forward 30+ years later, the vision remains as strong today as it always has.

In 2021, Wessex now employs over 40 personnel, has a fleet of 11 delivery vehicles and 5 mobile service engineers, and supplies over 12,000 businesses of all sizes in every corner of the UK.

## Luke Powell

Machinery Director

## Sarah Powell

Finance & H&S Director

## Matthew Rogers

Marketing, Technology & Compliance Manager

## Leigh-Anne

Warehouse Manager

## Company

# Mission.

Our Mission is to change what you know about cleaning equipment and machinery supply and create a sustainable future that reinvests into communities and the less privileged.

01

Only supply the right products that deliver value to the end user.

02

Profoundly reduce the impact we have on the environment.

03

Support those less privileged than ourselves with their ambitions.

**Empowering**  
*CHANGE* for a  
**brighter future**



l o g o

Logotype / Logomark / Spacing





Logo

# Type.

Logotype

White background

01



Black background

02



Green background

03



Our Logo



Wessex Logo with green square background and 8px rounded corners.

01

Full colour Wessex Logo with a white background.



Wessex W for use in specific scenarios, such as Favicons.

02

White Wessex logo with a dark background.

03

White Logo with full name and Wessex green background.

Logo

Logo

# Logomark

Our Logo



**01** Wessex Logoark is simply the Wessex W from the logo

**02** The white border on the logomark means we do not have to have a white version of the logo for dark backgrounds as the white boarder emphasises the logo.

Logomark



Logo

# Space.

01

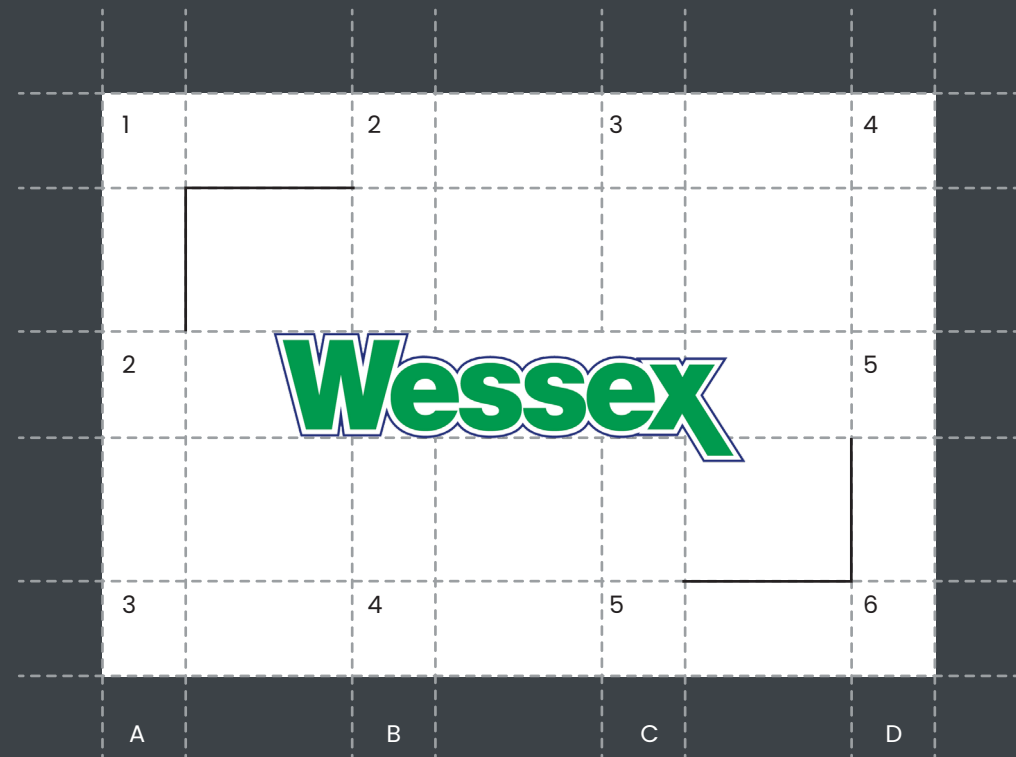
A minimum size has been established to safeguard the legibility, quality and reproduction of the Wessex logo.

02

As much clear space as possible should be left around the logo. This will reinforce the simplicity of the design and ensure that impact is created through clear visibility.

03

There will be occasions when the minimum area is not possible or practical (for example on a pitch or trackside barrier). In these instances please contact Wessex.



# typo.

Colors / Type / Icon / Image



# Typography Color.

## Color palette

### Global colors



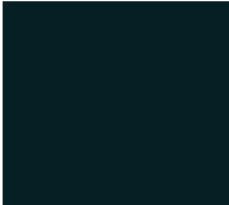
01.  
Black



02.  
Green



03.  
Blue



04.  
Dark Green

04.  
White

01

The Wessex Blue  
CMYK: 100c 94m 21y 7k  
HEX: 29367a  
RGB: 38r 51g 123b

02

The Wessex Green  
CMYK: 96c 10m 100y 1k  
HEX: 03994c  
RGB: 0r 153g 76b

03

Wessex Black  
CMYK: 72c 62m 55y 43k  
HEX: 3e4248  
RGB: 62r 66g 72b

04

Wessex Dark Green  
CMYK: 88c 67m 61y 70k  
HEX: 082227  
RGB: 8r 34g 39b

Color Tint

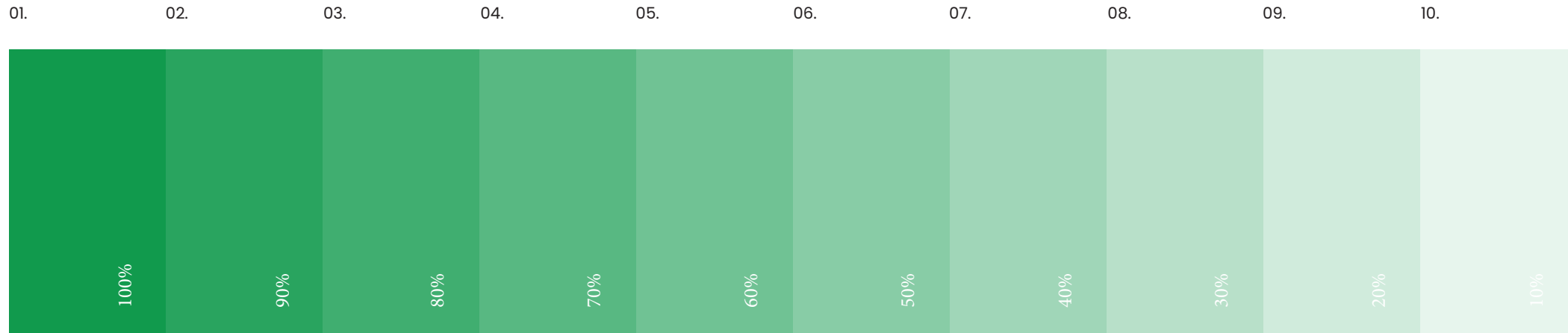
# Wessex Green

RGB

0r 153g 76b

HEX Code  
#03994c

|   |    |
|---|----|
| C | 96 |
| M | 75 |
| Y | 65 |
| K | 10 |



Typography

**Type.**

**Poppins**

Fontname

Font size

110pt

**Poppins**

48pt

110pt / Bold

// Extra Light

// Semi Bold

// Thin

// Bold

// Light

// Extra Bold

// Regular

9

AaBbCcDdEeFfGgHhIiJjK-  
kLlMmNnOoPpQqRrSsT-  
tUuVvWwZzYyZz

Typography

# Number.

0 1 2 3 4 5

67  
89

180pt

Alphabet

a b c d e f g h i j k l m n o  
p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ~ ! @ #  
\$ % ^ & \* ( ) { } ; " , . / ?

10

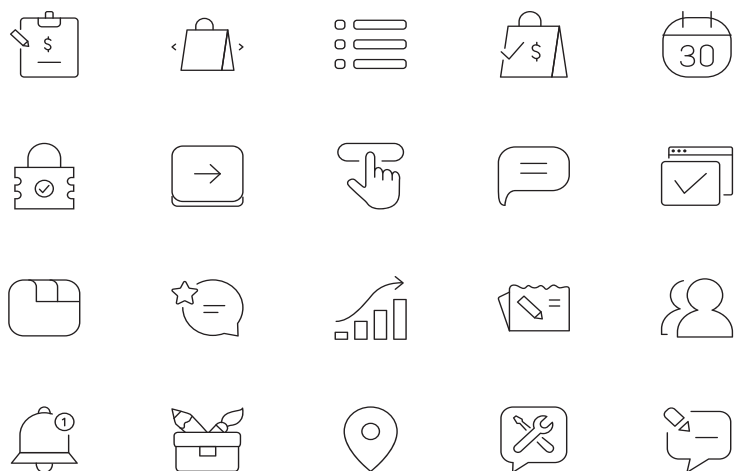


# Typography

# Icon.

## Line icons

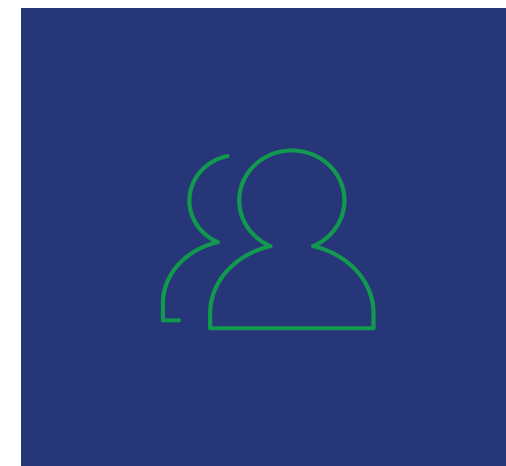
### Iconography style



Blue foreground

**01** Where no background is chosen for the icons, you can choose what brand colour to style them with.

**02** Where a background is being used, the Line Icon must conform to the Brand Colours.



Where icons are planned to be used, they must be Line Icons and follow brand colours.



# Join Our Engineering Team

Typography

# Image.

## Image-graphy

Images sample




- 01 Real-life images should be used where possible.
- 02 Focused in on a near object to create depth into the image.
- 03 Where possible, highlight the blue tones within the image.
- 04 Always try to avoid 'staged' shots in favour of 'action shots'.

• Crisp images are the window into our company.



## Contact

 +44 (0) 2380 234 304

 [marketing@wessexcleaning.com](mailto:marketing@wessexcleaning.com)

[wessexcleaning.com](http://wessexcleaning.com)



**Your partner  
in sustainable  
sourcing.**

# Corporate branding manual

The logo for WesseX, featuring the word "WesseX" in a white, stylized, outlined font. The letter 'X' is notably larger and more prominent than the other characters. The logo is centered within a solid green square that has rounded corners.

WesseX

2024