



Brand Document

Contents

● The Brand	p3	● Brand Logo	p17
		Logo	p18
● Positioning Statement	p4	Logo Variations	p19
Golden Circle	p5	Logo Clearspace	p20
The Power of The PHA Group	p6	Logo Usage	p21
● Brand Values	p7	● Brand Attributes	p22
Our Values are:	p8	Typography	p23
		Colours	p24
● Brand Architecture	p9	● Brand Collateral	p25
The PHA Group Structure	p10	Business Cards	p26
● Tone of Voice	p11	Letterhead	p28
Defining Your Brand Voice	p12	Folder	p30
Recommended Brand Voice Guideline	p13	Notepad	p31
Tone	p14	Compliment slip	p32
Using your Brand Voice	p15	Notebook	p33
Messaging Samples	p16	Balloons	p36
		Pens	p37
		USB	p38
		Bag	p39
		Mug	p40
		Email Signature	p41
		Website	p42

The Brand

We want you to take this document as a departure point for creating beautiful work for The PHA Group. With it, you should be able to understand the look and feel of the new visual identity.

The same high standard should be applied not only to the print and reproduction of the communication, but to all aspects of the business.

To create a strong and recognisable brand which inspires employees, clients and engenders brand loyalty, it is essential to implement the rules presented in these brand guidelines. It will ensure that applications will be visually consistent and therefore become recognisable as distinctly The PHA Group.

This document also includes guidelines on The PHA Group's tone of voice – how we sound and how we behave.

● Statement

● The PHA Group



● Why

We're driven to deliver

● How

We thrive on high pressure targets, we welcome metrics and measurement.

● What

We are The PHA Group - an award-winning independent public relations and communications agency. Across the many diverse sectors we serve we provide an excellent service, we have one thing in common: Vibrant people who deliver.

● Brand Values

● Our Values Are

Energy

Tenacity

Creativity

Integrity

These are the values that guide our conduct
both internally and externally

● Brand Architecture

● Our Structure



● Tone of Voice

● Brand Voice Guideline

Confident

Assured, composed, thorough

Determined

Strong, passionate, inspiring

Dynamic

Influential, motivating, constructive

Approachable

Simple, friendly

Recommended

- Refer to us as The PHA Group in the first instance.
- Feel free to abbreviate to 'PHA' thereafter.
- Always use first person, referring to us as 'we' rather than referring 'The PHA Group'.
- Get straight to the point, be punchy and channel your inner headline writer.
- Don't use superfluous words unnecessarily.
- Consider your sentence order and put the customer first.
- Use active not passive verbs.
- Avoid using platitudes (lofty statements that don't mean anything).

● Using The Brand Voice

Think

- Is this how I would speak to a client?
- Would I understand this if I knew nothing about the subject? Is this how I would explain what I do at PHA to a person if we were sitting in a room together?
- Is this exciting and inspiring – would I choose to read to the end?
- How do they know we are genuine?

Avoid

- Using too many platitudes
- Using complicated jargon and distancing language
- Long sentences and words
- Using slang
- Dry copy

● Messaging samples

Right

It's a difficult job to stand out from the competition. Today's consumers are savvier than ever and brand loyalty is hard won. Consumers expect more from brands and you should expect more from your PR strategy, especially if you want to stand out in what is an increasingly crowded market place.

Right

We know reaching a wide audience of online influencers is important for your business. Our fully integrated campaigns ensure you reach that audience and maximise your content.

Right

We plan and implement multi-channel strategies

Wrong:

Do you want to stand out from the competition and launch a consumer PR campaign that really gets you noticed? Consumers are more savvy than ever. They want more from the brands they transact with and will only be brand-loyal if you regularly communicate and stand out in what is a very crowded market place. The PHA Group consumer team are experts, with over 10 years of experience, in doing exactly that for some of the UK's biggest brands

Wrong

'We launch fully integrated campaigns so that you can reach a wide audience of online influencers'

Wrong

Our work involves planning and implementing multi channel strategies

Brand Logo



The PHA Group logo is the brand essence. The rules of its usage have to be rigorously upheld to build strong brand recognition, and it is imperative that The PHA Goup brandmark is consistent across all of the brand touch points. Under no circumstances is the logo to be recreated in any way.

● Logo Variations

● Colours



● Formats

1



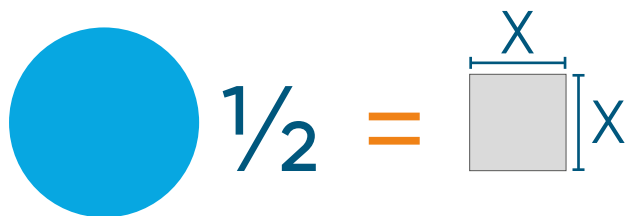
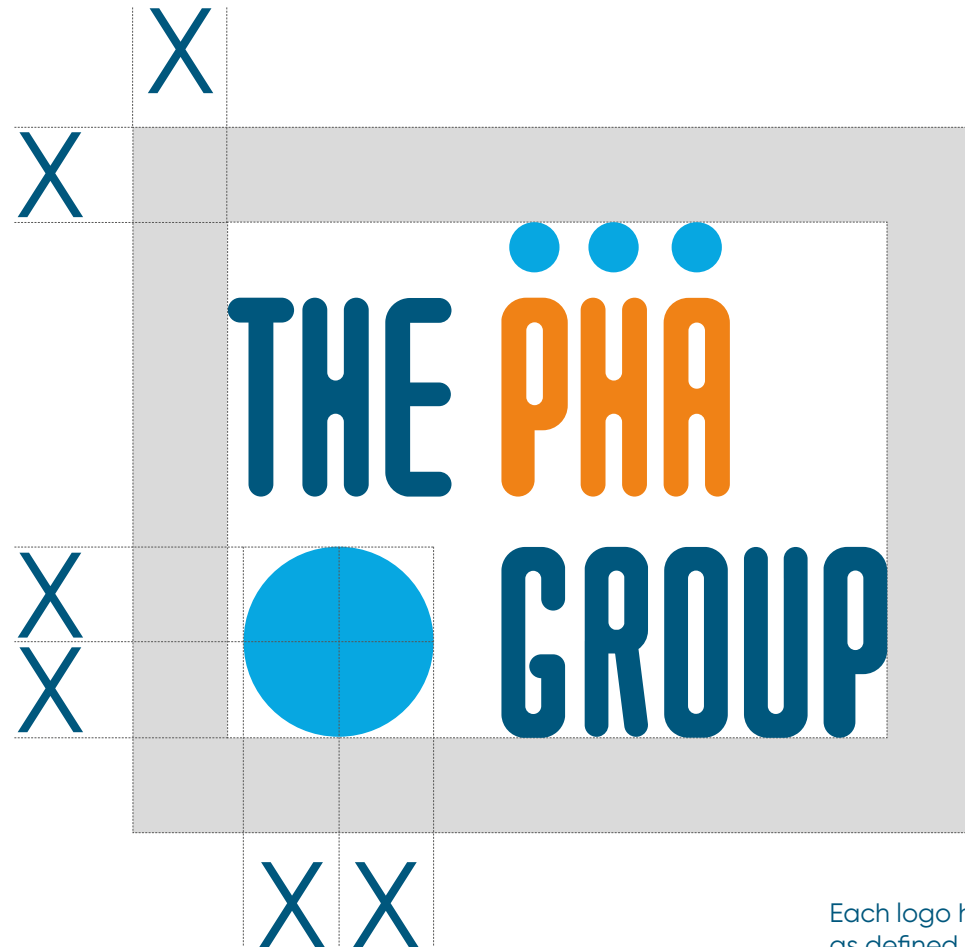
2



3



● Logo Spacing



Each logo has a predefined clearspace or 'safe area' as defined by 'x' in each visual representation. X is equal to half the size of the MAIN dot. The clearspace exists to ensure maximum logo visibility and legibility.

The logo should always be allowed this clearspace to ensure it 'breathes' naturally across all touchpoints. No external element should ever enter into the logo clearspace.

Logo Usage

Correct



Shown are examples of correct and incorrect usage of The PHA Group logo. If you are at all unsure about a particular proposed usage of the logo, please contact the Design Team.

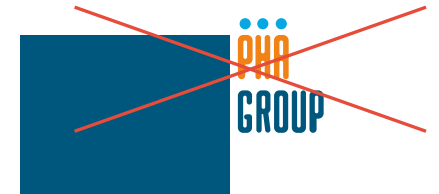
Incorrect



Unapproved Colour



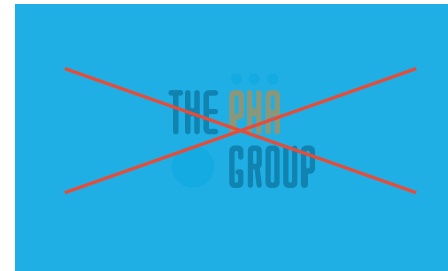
Missing Elements



Covered



Incorrect Angle



Illegible



Incorrect Arrangement



Faded



Repetition



Visual Effects

● Brand Attributes

● Typography

The PHA Group font family has been specifically chosen to showcase our brand's personality.

The font family chosen is Gilroy. It contains 22 weights and so is flexible for all situations.

This should be the only typeface used throughout the company and it's outputs.

● Samples

HEADLINE

Sub Title

Body copy paragraph. Rum venihit landa inciaep rerferi voluptae niscia nulpa corro beaturempor reperum ipsundam nus doluptatur.

• *Body copy paragraph*

Headline

Sub Title

Body copy paragraph. Rum venihit landa inciaep rerferi voluptae niscia nulpa corro beaturempor reperum ipsundam nus doluptatur.

• *Body copy paragraph*

● Examples of Typeface

Gilroy Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gilroy Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gilroy Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Palette

The PHA Group brand colors are chosen to support the brand's new outlook and messaging.

The primary colour is Light Blue.

The secondary colour Orange.

The Dark Blue is added to lend strength and stability. This neutral color will also bind the palette together.

Together, these colors come together to ensure a psychological impact on the minds of our clients, and helps to reinforce our overall brand identity and personality.



Light Blue

Pantone: 2995 C
Hex: #04A6E1

C 73

M 17

Y 0

K 0

R 4

G 166

B 225



Orange

Pantone: 151 C
Hex: #FD8204

C 0

M 60

Y 100

K 0

R 253

G 130

B 4



Dark Blue

Pantone: 308 C
Hex: #00577D

C 96

M 54

Y 31

K 12

R 0

G 87

B 125

● Brand Collateral

● Business Cards



The PHA Group

Vibrant people who deliver. **Simple**

Hammer House, 117 Wardour Street, London, W1F 0UN
0207 0251 350
info@thephagroup.com

thephagroup.com





Letterhead



The PHA Group
117 Wardour Street,
Hammer House,
London, W1F 0UN

1 JANUARY 2018

Recipient Name
Address, City, Postcode

Dear Recipient,

To get started right away, just tap any placeholder text (such as this) and start typing to replace it with your own.

Think a document that looks this good has to be difficult to format? Think again! To easily apply any text formatting you see in this document with just a tap, on the Home tab of the ribbon, check out Styles.

Styles in this document have been customized to match the text formatting you see on this page. On the Home tab of the ribbon, check out Styles to apply the formatting you need with just a tap.

Warm regards,
Joe Blogs

0207 0251 350 | info@thephagroup.com | thephagroup.com



Recipient Name
Address, City, Postcode

Dear Recipient,

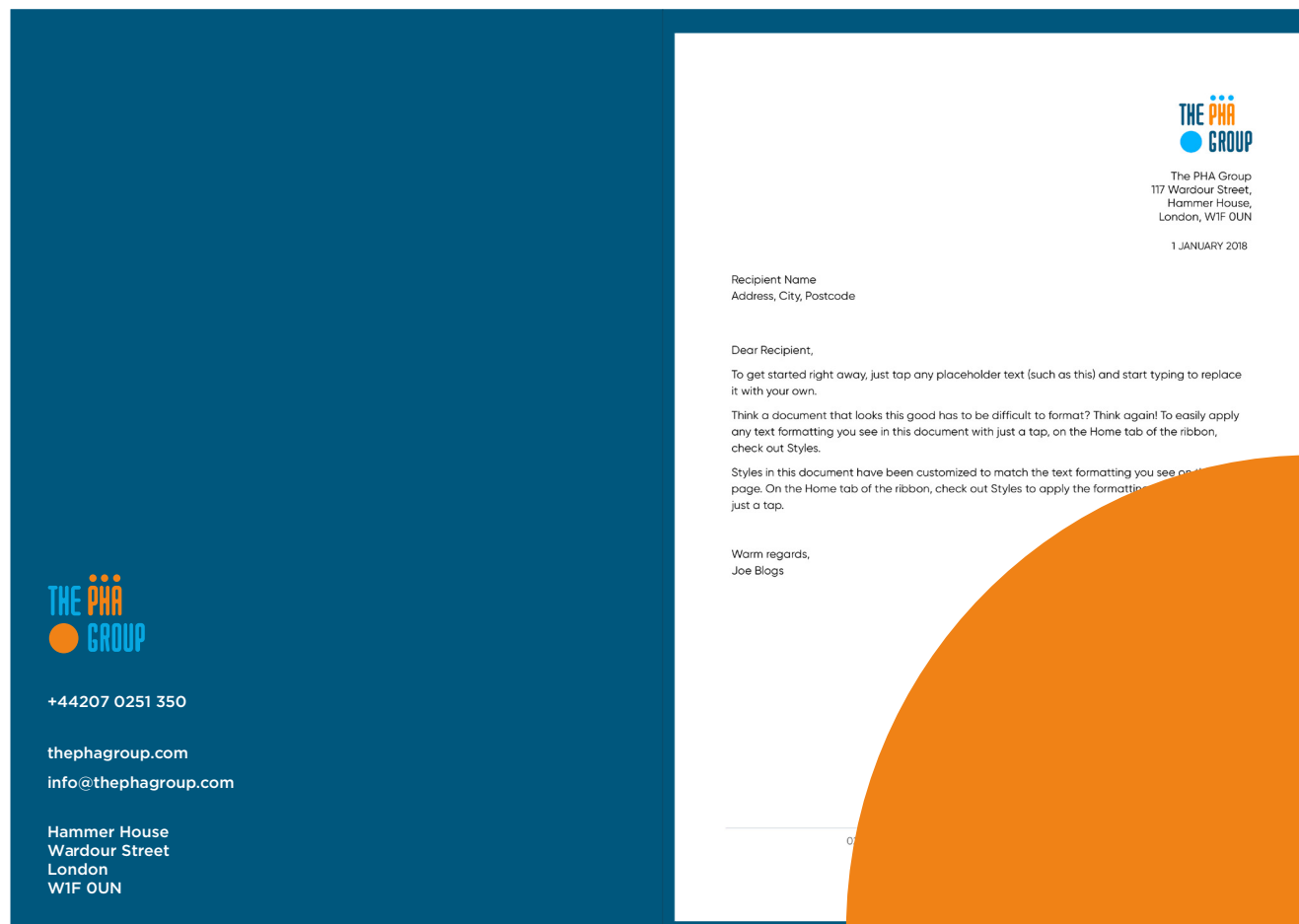
To get started right away, just tap any placeholder text (such as this) and start typing to replace it with your own.

Think a document that looks this good has to be difficult to format? Think again! To easily apply any text formatting you see in this document with just a tap, on the Home tab of the ribbon, check out Styles.

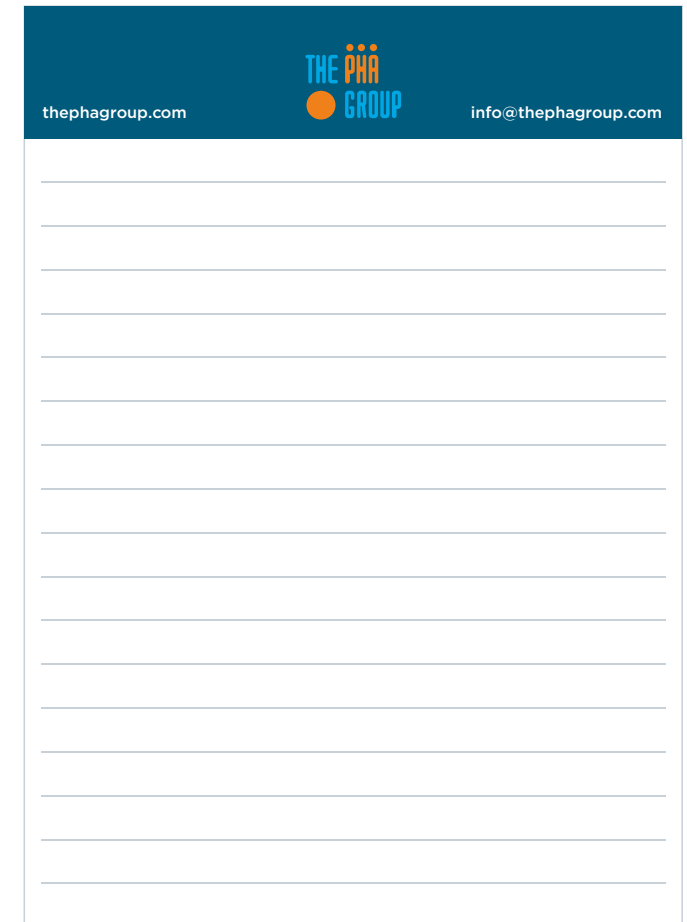
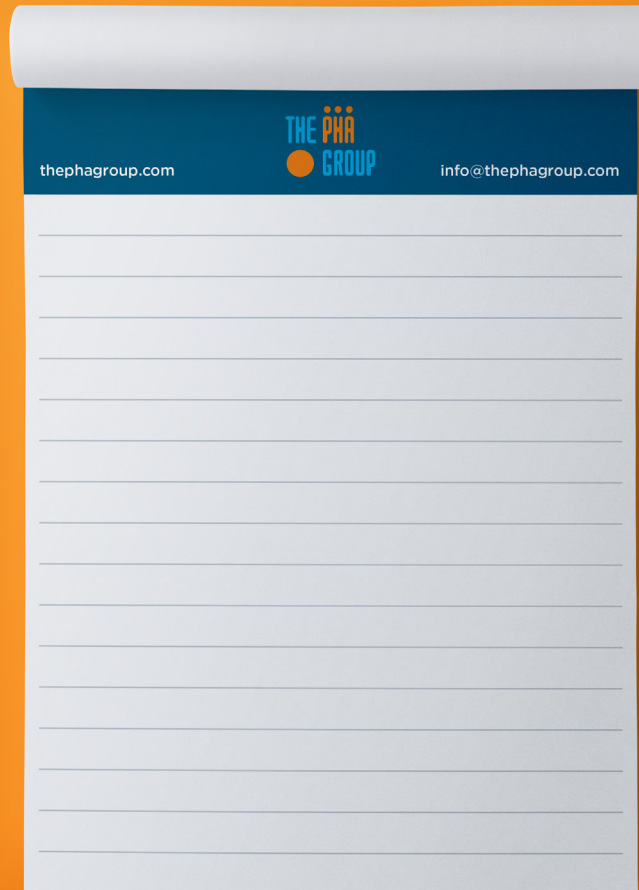
Styles in this document have been customized to match the text formatting you see on this page. On the Home tab of the ribbon, check out Styles to apply the formatting you need with just a tap.

Warm regards,
Joe Blogs

Folder



● Meeting Notepads



● Compliment Slip



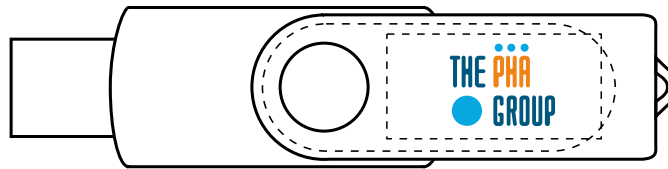
● Notebook



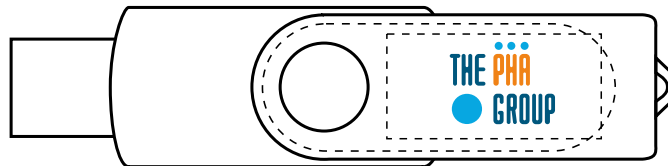
● Pens



● USBs

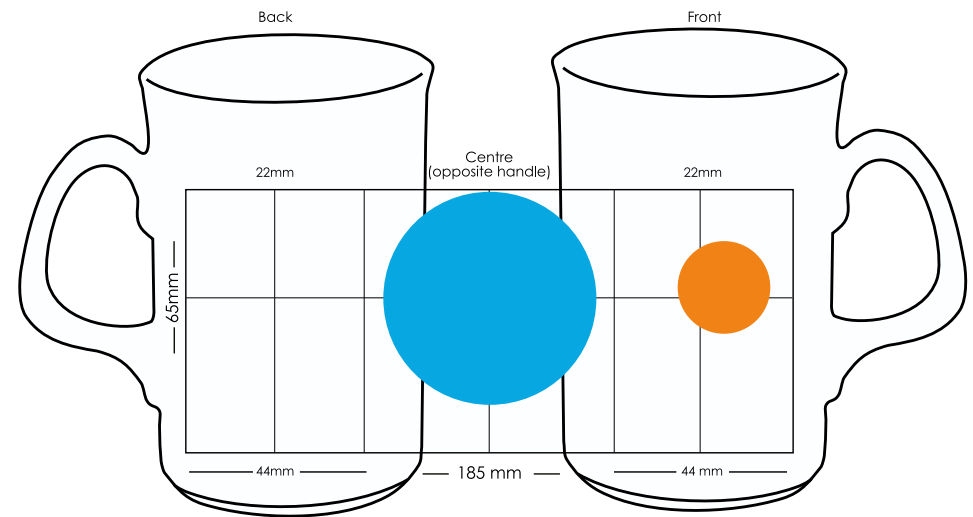


FRONT



BACK

Mug



● Email Signiture

The screenshot displays an email client window with a standard toolbar at the top. The email header fields are as follows:

- To: Ian Smalley
- Cc:
- Bcc:
- Subject: Email Signiture

The body of the email contains the following text:

Hi Ian

This is what an email signature will look like.

Thanks,
James

James Hamilton-Martin MPRCA
Design Director

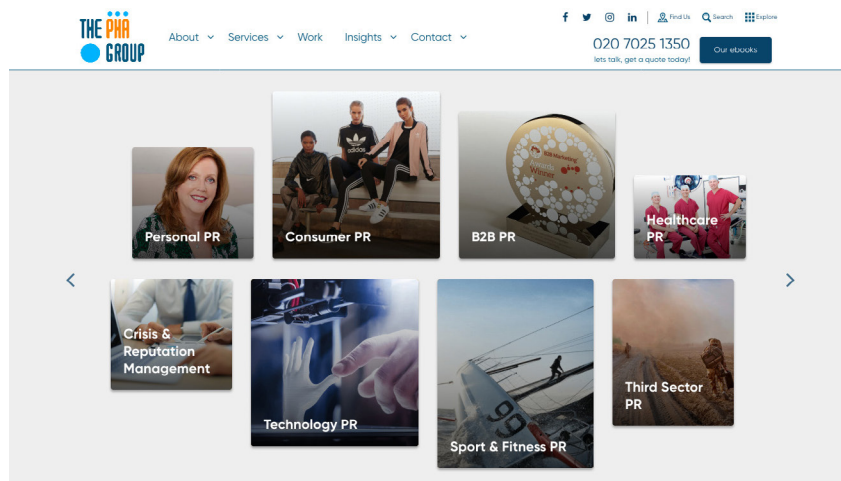
Main: 0207 0251 350
DD: 0207 4400786
thephagroup.com
Hammer House, 113-117 Wardour St, London W1F 0UN

Below the text is a row of logos, including The PHA Group logo and various industry awards like BT Sport Industry Awards and Q&R.

Company Registration in England and Wales No. 5385944 VAT No. 858 3859 64.
Registered Office: 7/8 Eghams Court, Boston Drive, Bourne End, Buckinghamshire SL8 5YS.

This electronic message contains information from The PHA Group which may be privileged or confidential. The information is intended to be for the use of the individual(s) or entity named above. If you are not the intended recipient be aware that any disclosure, copying, distribution or use of the contents of this information is prohibited. If you have received this electronic message in error, please notify us by telephone or email (to the numbers or address above) immediately.

Website



The PHA Group
London PR agency & award-winning company

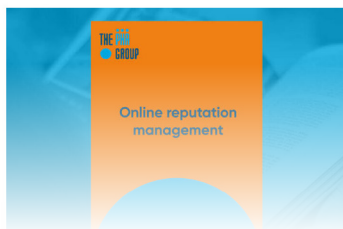
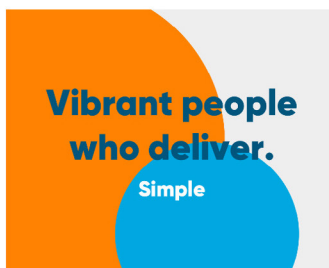
We assume you're here because you're looking for a PR company to work with, but we understand that can be a confusing process. There are so many of us – how do you choose the right one?

Let's not beat around the bush: the PR industry is full of smooth talkers, but you're worried about substance. That's where we stand out. Of course, we can talk the talk, but our culture is all about delivering results.

If you're looking for a tangible return on your investment you've come to the right place.

We believe in an open, accountable way of working; we agree mutual objectives when we start working with a client and set clear KPIs to ensure we meet them.

In the end, it's all about our people. We employ vibrant people who deliver results. Simple.



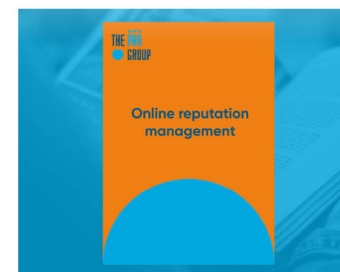
How to grow Instagram for your start-up
26th January 2018 | Eloise Emley



Why authenticity matters and how PR can help
18th December 2017 | Suzanne Haysler

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The complete guide to managing your online reputation

[Find out more](#)



How to grow Instagram for your start-up
26th January 2018 | Eloise Emley



Why authenticity matters and how PR can help
18th December 2017 | Suzanne Haysler



Five legal tech apps disrupting the legal market
26th January 2018 | Will Tait



The millennial issue: how charities can connect and make an impact
26th January 2018 | Shelley Frostick

I'm looking for...

- | | |
|----------------------------------|--------------------|
| B2B PR | Personal PR |
| Consumer PR | Public Affairs PR |
| Crisis and Reputation Management | Sport & Fitness PR |
| Digital Studio | Technology PR |
| Healthcare PR | Third Sector PR |
| Influencer PR | |

PR services

We have a range of services to help your every need. Vibrant people who deliver. Simple.

Not sure what service you need?
Call us on 0207 0251 350

Updates

Opt in here to receive great content updates from our team

First name *

Last name *

Email *

Get in touch and we'll get back to you shortly

Full name * **Email *** **Phone ***

Explore

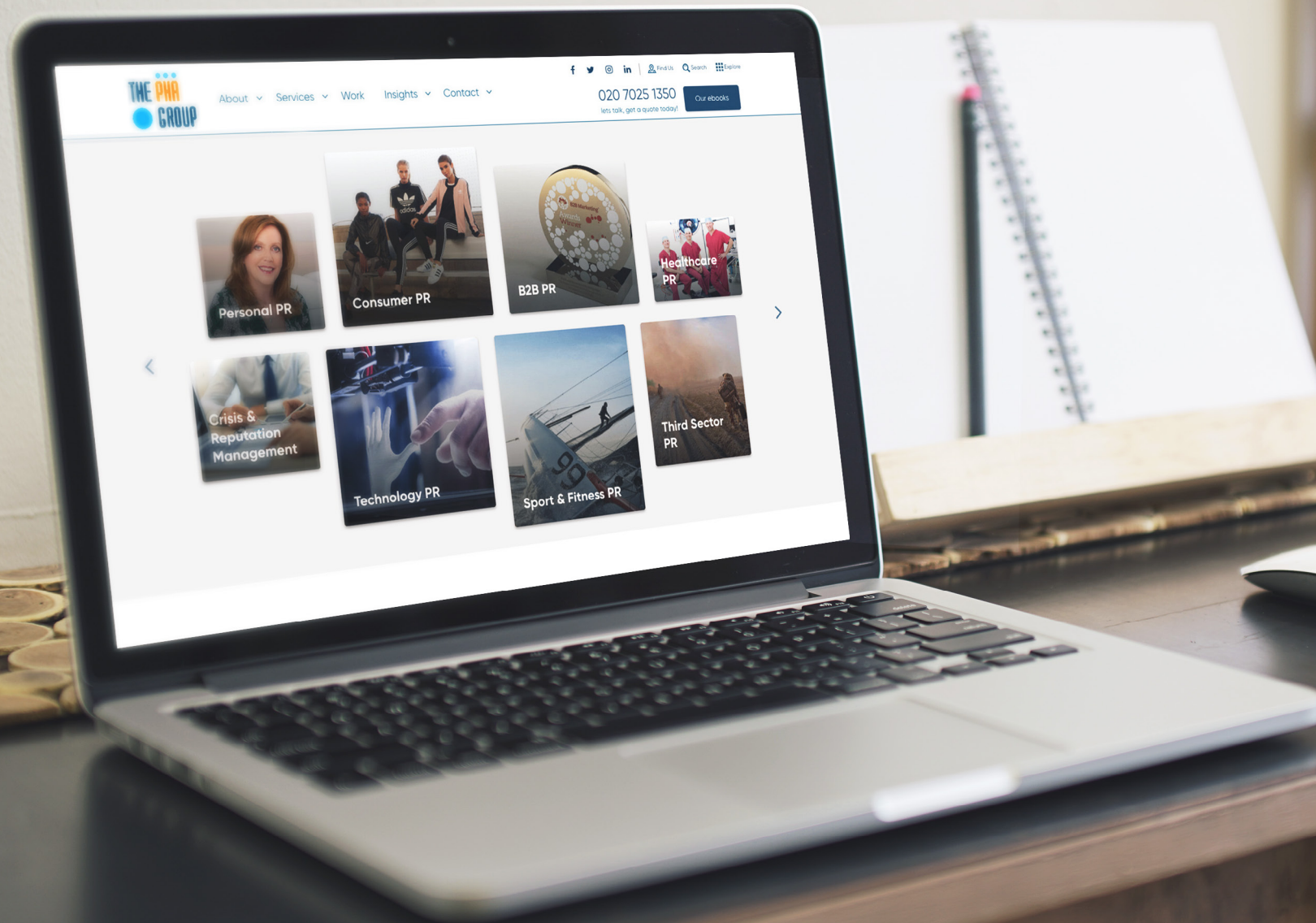
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- Pinterest
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Address

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117 Wardour Street,
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London, W1F 0UN
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info@thephagroup.com



**Any question please contact,
James Hamilton-Martin
Design Director
JamesHM@thephagroup.com**

Designed By

