

SUPPLY CHAIN SUSTAINABILITY

SCHOOL



Brand guidelines

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About

Supply Chain Sustainability School

Launched in 2012, the Supply Chain Sustainability School is a free learning environment, upskilling those working within, or aspiring to work within, the built environment sector. It is a collaboration between clients, contractors and their supply chains.

supplychainschool.co.uk
0207 697 1977
info@supplychainschool.co.uk



Our mission

Our mission

To provide learning content that builds skills to deliver a sustainable built environment.

Our vision

To be The world class collaboration enabling a sustainable built environment.

Our target audience

We will deliver a School free at the point of use for anybody who works in, or may aspire to work in, the built environment sector.

Brand personality

WITH EVERY PIECE OF CONTENT, WE AIM TO:



COLLABORATE



PROGRESS



INSPIRE



INCLUDE

The School is:

Collaborative
Approachable
Disruptive
Perceptive/Tailored
Authentic
Leading
Adaptive/fluid

The School is NOT:

Exclusive
High brow
Reserved
Inconsistent
Eccentric
Controlling
Precious

Our brand story

Hello, we are the **Supply Chain Sustainability School**.

We provide innovative, learning content free at the point of use, for anybody who works in, or may aspire to work in, the built environment sector.

Our mission is to build skills to deliver a sustainable built environment.

We strive to be the leading world-class collaboration enabling a sustainable built environment.

We are collaborative, inspiring, progressive and inclusive in all that we do.

Our guiding principles



Recognition

We offer CPD accredited learning where appropriate and learning that contributes to professional qualifications.



Growth

We seek global best practice to reach partner's supply chains. Our delivery partner responds to opportunities to franchise the School.



Reward

We reward members' effective participation in the School and work with the industry to promote recognition of School members.



Best practice

We establish the School as the centre of excellence with respect to developing supply chains to deliver a sustainable built environment.



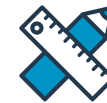
Future thinking

We engage with industry academia and research organisation to instigate and seed fund new research that can be translated into School learning content in the future.



Shared value

We seek partners who share the values of the School and who commit to share knowledge, contribute financially and in kind.



Accessible

We fund the School from partner contributions, franchise fees and appropriate sources of government or industry funding. We do not ask members for money or allow commercial sponsorship of our learning content or activities.

Main logo



Logo variations



White colour



White

Logo usage



Exclusion zones

Always allow a minimum space around the logo.



Minimum width

The logo minimum width is 75px or 35mm.



A5

The logo minimum width is 100px or 38mm.



A4

The logo minimum width is 167px or 59mm.



A3

The logo minimum width is 234px or 83mm.

Logo usage

Positioning

Consistent positioning of the logo is a very important part of our design scheme. Wherever possible, the logo should be positioned in the top right-hand corner of the layout with sufficient clear space around it (except for specific templates).

Variations

To maintain consistency in the application, the logo must be used as provided in the OWNED logo section under the Marketing file (Autotask Workplace\Action Sustainability\Marketing\Brand\Logos\OWNED\School NEW). The logo must not be redrawn or altered in terms of its appearance, components, colours, proportions, or any other property.

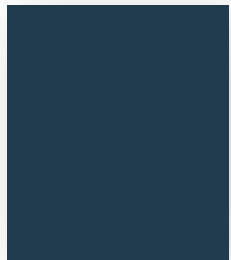
Our 'OO's

The 'OO' symbol is a portion of our logo that can be used as a free-standing graphic element without the wordmark. The symbol must not be altered in any way.



Colour palette

PRIMARY



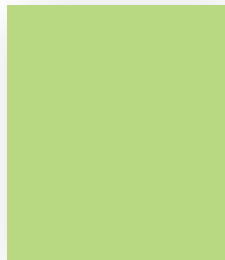
School Navy

HEX #22384

R34 G56 B78

C87 M65 Y45 K44

Pantone 7546 CP



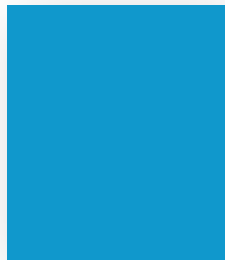
School Green

HEX #BFEB71

R191 G235 B113

C30 M0 Y64 K0

Pantone 374 CP



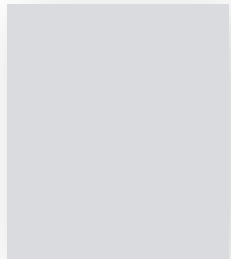
School Blue

HEX #158FDD

R21 G56 B78

C77 M25 Y5 K0

Pantone 7689 CP

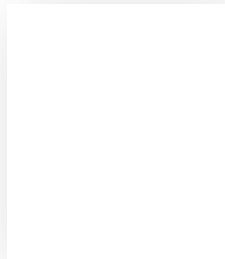


School Grey

HEX #DADBDF

R218 G219 B223

C9 M7 Y5 K4



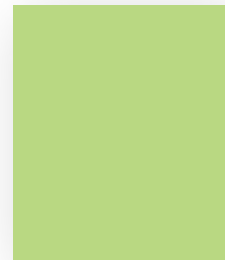
White

HEX #FFFFFF

R255 G255 B255

C0 M0 Y0 K0

TOPIC/SECONDARY



Sustainability Green

HEX #BFEB71

R191 G235 B113

C30 M0 Y64 K0

Pantone 374 CP



Offsite Red

HEX #AC100C

R172 G16 B12

C0 M95 Y100 K21

Pantone 2350 CP



BIM Purple

HEX #6E2061

R110 G32 B97

C50 M96 Y0 K32

Pantone 2356 CP



Lean Yellow

HEX #F5A623

R245 G166 B35

C0 M35 Y100 K0

Pantone 2010 CP



Management Blue

HEX #619DBC

R97 G157 B188

C56 M8 Y9 K21

Pantone 549 CP

Typography

Bitter

Heading font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="’:;><

Sitka Small

Substitute font in Microsoft

Regular

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Italic

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit.*

Bold

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.**

Proxima Nova

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

All caps bold

PROXIMA NOVA

All caps regular

PROXIMA NOVA

Montserrat

Substitute font in Microsoft

Topics



Sustainability




Management



Offsite



Lean



BIM



Each topic area of the School is represented by its own brand colour and icon identity. The icons are also available in our primary colours only. All icons are saved in Autotask Workplace\Action Sustainability\Images\Icons.

[LINK HERE](#)

Icons



Sustainability wheel and icons



To represent the 17 issues of sustainability that the School covers, we have a sustainability wheel. This can be used to represent the areas the School addresses in terms of sustainability. You can find the sustainability wheel and icons in:

Autotask Workplace\Action Sustainability\Images\Icons\Sustainability Wheel Graphic and Icons

[LINK HERE](#)

Brand application

Events

We have banners and tablecloths available for event use as well as flyers. Merchandise on request.

Social media

We have pages on LinkedIn, Facebook, Twitter and YouTube, these pages are managed by the marketing team. Please contact the marketing manager if you would like to run a campaign.

Our channels:

LinkedIn: <https://www.linkedin.com/company/supply-chain-sustainability-school/>

Facebook: <https://www.facebook.com/supplycsschool/>

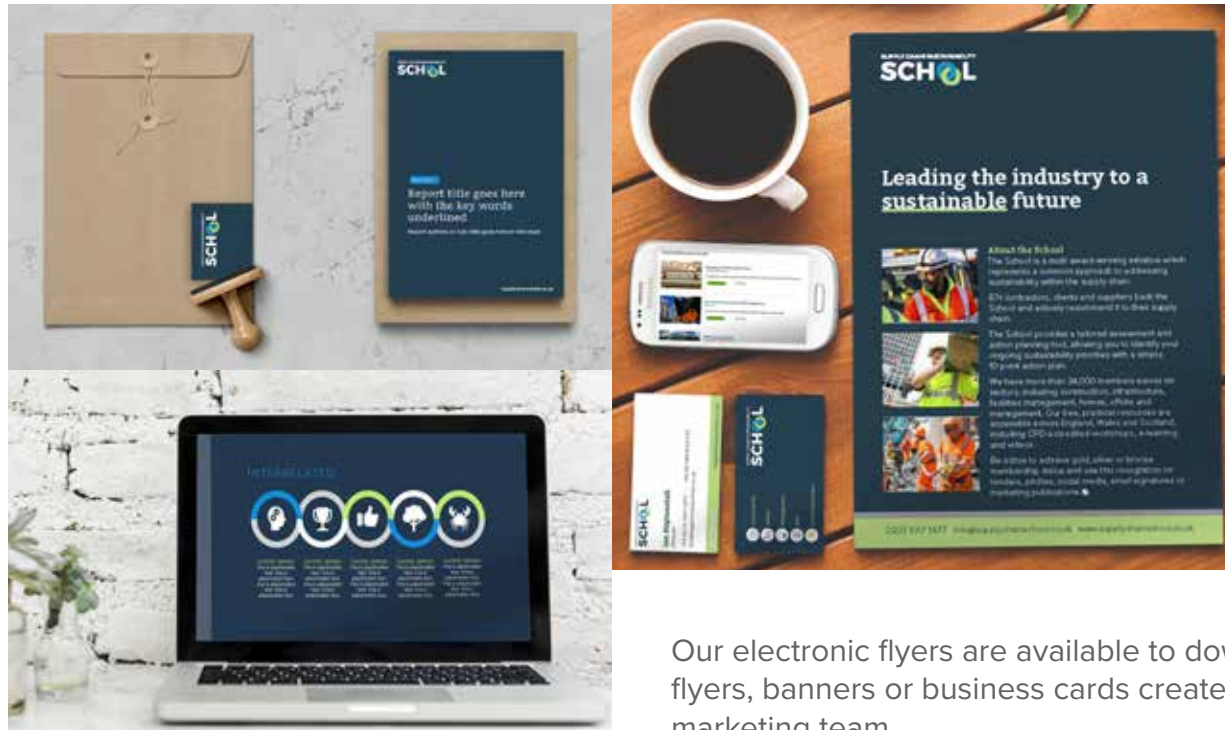
Twitter: <https://twitter.com/SupplyCSSchool>

YouTube: <http://www.youtube.com/c/TheSupplyChainSustainabilitySchool>



Brand guidelines

Templates



We have several templates available:

- Business cards
- Letterhead & Report
- PowerPoint
- Banners

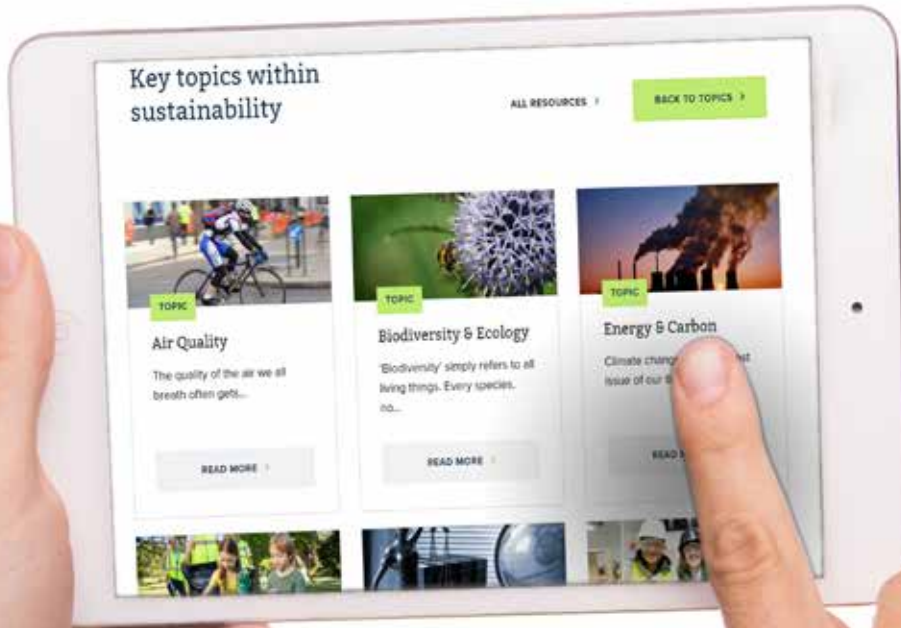
You can access Word document and PowerPoint templates on our server

[LINK HERE](#)

Our electronic flyers are available to download from our server. If you require flyers, banners or business cards created or printed, please contact the marketing team.

[LINK HERE](#)

The School Platform



Brand guidelines

Levels

Membership of the School allows you to achieve different levels to represent the learning and knowledge sharing completed.



Registered

- Registered a new account with the School
- Undertaken no learning, no assessments and no event attendance



Member

- Registered an account
- Undertaken some learning (i.e attended an event, viewed a resource)
- Not yet taken as assessment



Bronze

- Accessed at least five learning resources within the last 12 months
- Assessment in the last 12 months



Silver

- Accessed at least five learning resources in the last six months
- Re-assessment in the last 12 months



Gold

- Accessed at least 10 learning resources in the last 6 months
- Re-assessment in the last 12 months
- Shared knowledge through presenting or case study



Partner

- Partner organisations who pay Partnership fees

Badges

Once a member or Partner of the School, users can achieve different learning pathway badges that show their specific expertise.

TIBA

Social media templates



Imagery

A photo has the power to tell a story about our brand and communicate with our members and Partners on an emotional level. This makes it an effective tool for conveying the right message about our company. Choosing the right photograph is as important as choosing the right words. These are some on-brand images.



Email signature

All employees must adopt an email signature to ensure that all outgoing email communication is consistent.

Our email signature is one of the most cost-effective tools for building our brand awareness and demonstrating our professionalism.

Signature should be laid out as follows:

First name Last name (10 point Stika small bold, School navy)

Job Title (10 point Montserrat italic, School light blue)

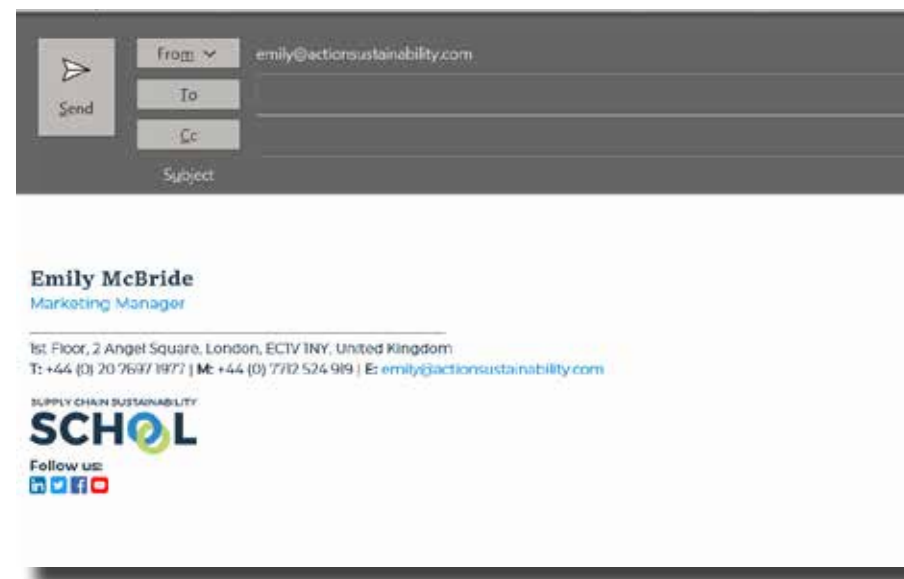
1st Floor, 2 Angel Square, London, EC1V 1NY, United Kingdom (9 Point Montserrat regular)

T: +44 (0) 20 7697 1977 | M: +44 (0) 7712 524 919 | E: emily@actionsustainability.com (include the county/area code)

Logo (hyperlinked to <https://www.supplychainschool.co.uk>)

Follow us:

(include social media icons with hyperlinks)



Fairness, Inclusion and Respect Programme

We have several templates available for FIR which has its own brand colours, but follows the School design:

- Business cards
- Letterhead & Report
- PowerPoint
- Banners

You can access Word document and PowerPoint templates on our server



Terminology

Our name

- Our company’s legal entity name is “Action Sustainability (Trading) Ltd.” “Action Sustainability” refers to our delivery partner. Our trading name is the “**Supply Chain Sustainability School**”.
- Consistency in the writing of the name shows professionalism and helps build our brand awareness
- Always include ‘**Sustainability**’ in the full title, never shorten to ~~Supply Chain School~~. Each word should be capitalised.
- Never abbreviate to SCSS or SCS. If you need to shorten, use ‘the School’ and capitalise **School**.
- Use “Fairness, Inclusion and Respect in Construction Programme” or “FIR Programme”
- Refer to the School as “we,” not “it.” The School is a singular collective noun and so should only be used as “The School is” not “~~The School are~~” or “The School was” not “~~The School were~~”

Also you should not use:

- “Offsite Management School” or “Offsite School”
- “Management School”
- “BIM School”
- “Lean Construction School” or “Lean School”
- Construction School
- FM School
- Infrastructure School
- Homes School



Capitalisation

- Don't capitalise random words in the middle of sentences.
- Do not capitalise markets – i.e. construction, offsite, infrastructure, unless part of a pronoun, e.g. Infrastructure Leadership Group.

Contractions

- Give your writing an informal, friendly tone. Use them as you see fit.

Numbers

- Spell out a number when it begins a sentence. Use a numeral if the number is over ten.

Dates

- Use the UK standard format Day date month, year. Only use a comma after the month. Use the counter of the number *i.e.* -st, -nd, -rd, th. *e.g.* 25th December; 1st October, 2019.

Quotes:

- Use “said” for attribution and quotations.
- Capitalise individual job titles when referencing a specific role, but don't capitalise when referring to the role in general terms. *e.g.* *The Marketing Manager starts today.* vs. *All the managers ate lunch together.*
- Use exclamation points sparingly, and never more than one at a time. A well-timed one is great, but too many can be annoying!!!!!!!!!!!!!!!!!!!!
- You can use UK or EU in your writing, no need to write United Kingdom in full. Unless writing for an international audience.

URLs

Where possible, leave off. http:// and start a URL with www.

**“Identity is cause;
brand is effect, and
the strength of the
former influences
the strength of the
latter.”**

— Larry Ackerman

Terminology

✓ Use

✗ Don't use

Assessment	Self-assessment
Assess now	Take an assessment
Sentence case	Capitalise Each Word
built environment	Built Environment
construction market	Construction Sector
topic	department
sub-topic	issue
market	sector
Supply Chain Sustainability School, The School	Supply Chain School, school, SCSS
Fun short CTAs, e.g. Say hello, see more, find out more, talk to us	Click here to (AVOID SAYING CLICK!)
Try to keep objective ie. The School helps to...	You/your i.e, The School helps you to...
.	...
go there	Click here, back to, please do...
Short succinct sentences	Overly long with excess wording
homes market, Scotland market etc	Not sector
wellbeing (except Wales use well-being)	well-being, well being
offsite	off site, off-site
eight, two, four	8,2, 4 (anything under 11 written in full)
e-learning, e-modules	e-Learning, E-Learning, elearning, eLearning
Membership level	Membership status

Voice

Brand voice strongly affects how our audience feels about us. It's important to have consistency across the language we use to ensure we send the right message.

- Use active voice. Avoid passive voice.
- Avoid slang and jargon. Write in plain English. Be specific. Avoid vague language.
- Use positive language rather than negative language. Detect negative language by looking for words like “can’t”, “don’t”, etc.
- Write in person-first perspective – e.g. “Do we want to do that?” “I think so.”
- Buttons should contain Call to Actions, and be clear and concise.
- Use sentence case.
- Write for all readers. Some people will read every word you write. Others will just skim.
- Group related ideas together using headers and subheaders.
- Be consistent.

Our voice is

Confident but not presumptuous

Smart but not intellectual

Informal but not colloquial

Helpful but not spammy

Expert but not exclusive

Whether you're writing for an internal or external audience, it's important to write for and about other people in a way that's compassionate, inclusive, and respectful.

- Mailchimp brand guide

Suppliers



Printers

FLYERS, PULL UP BANNERS (INC. REPLACE GRAPHICS) & SIGNAGE:

Vanessa Russell

E: vanessarussell@seacourt.net

P: 0186 577 0140

W: <https://www.seacourt.net/>

BUSINESS CARDS:

Selsey Press

Mike Wickens

E: mike@selseypress.co.uk

P: 01243 605234

W: <https://selseypress.co.uk/>

Contact the marketing team for any other brand needs.

emily@supplychainschool.co.uk