

Amey

Brand Guidelines 2023

Version 1.0

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Our identity defines who we are and how we wish to be perceived by our customers, our partners and our employees.

This guide is provided to keep our brand focused and to ensure that it maintains a consistent look and feel. This will enable us to be easily recognisable and elevates the standard of all our communications.



Our brand is more than just a logo - it's a representation of everything we are, do and stand for.

Achieving the goal of a long-lasting brand requires a coordinated, and consistent approach to communications and behaviour.



Logo

Our new logo to be used on all collateral, workwear and vehicles.



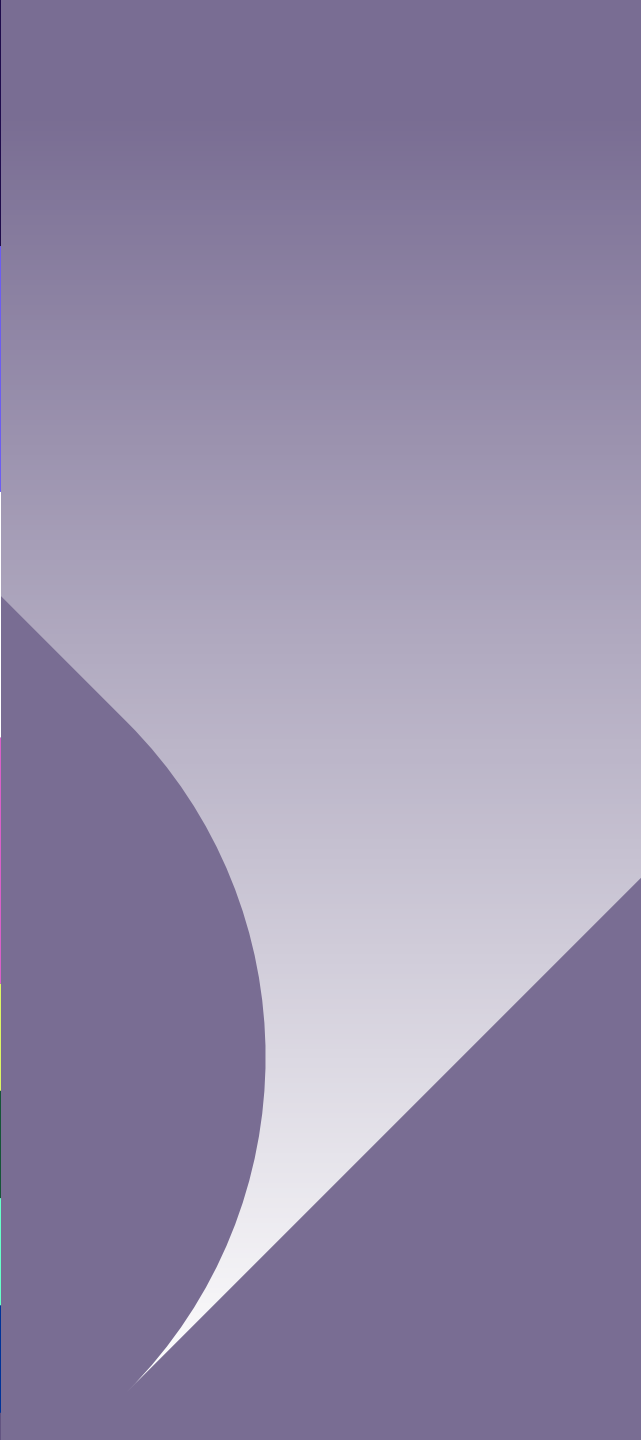
Typography

Our primary, secondary, and system typefaces - Borna, Inter and Arial.



Colours

Primary and secondary colour palettes, as well as gradients.



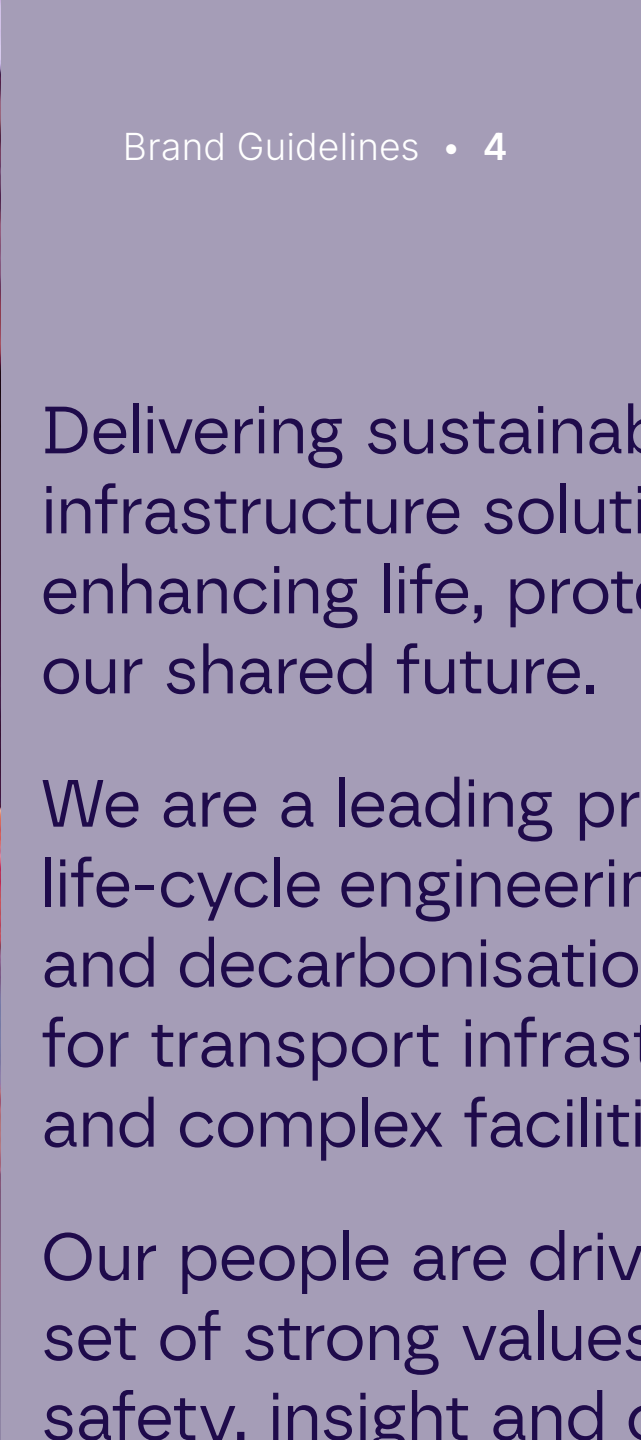
Graphic device

Primary and secondary graphic devices, used in conjunction with gradients.



Imagery

Style of photography and image overlay treatment.



Tone of Voice

See our separate Tone of Voice document for the full details.

Delivering sustainable infrastructure solutions, enhancing life, protecting our shared future.

We are a leading provider of life-cycle engineering and decarbonisation for transport infrastructure and complex facilities.

Our people are driven by a set of strong values: safety, insight and collaboration.

Brand strategy

Delivering sustainable
infrastructure solutions,
enhancing lives,
protecting our shared future.

We put safety first, always.

We win as one.

We bring the best.

We are inspired by insight.

We look after each other.

This page can be used as a practical, ten-point tone of voice checklist to ensure your writing ticks all the boxes before it’s published.

See the full Tone of Voice document for our full Amey Writing Rules.

- ✓ Does the writing reflect our ‘pragmatic, insightful, and forward-thinking’ tone of voice?
- ✓ Does it reflect our values of safety, collaboration, success, and knowledge?
- ✓ Have you used plain English that’s clear, concise, and useful?
- ✓ Does the writing lean towards being corporate? Our content should sound professional and business-like but not ‘stuffy’.
- ✓ Have you used everyday spoken language and kept jargon to a minimum?
- ✓ Have you used the words ‘we’, ‘our’, and ‘us’, rather than Amey?
- ✓ Did you use the active voice in the present tense?
- ✓ Have you followed the Amey Writing Rules? Take a look at our full Tone of Voice document for all the details.
- ✓ Have you used action verbs to deliver important information and to add impact and purpose?
- ✓ Have you used a second person narrative, addressing the reader directly using the word ‘you’?

Logo

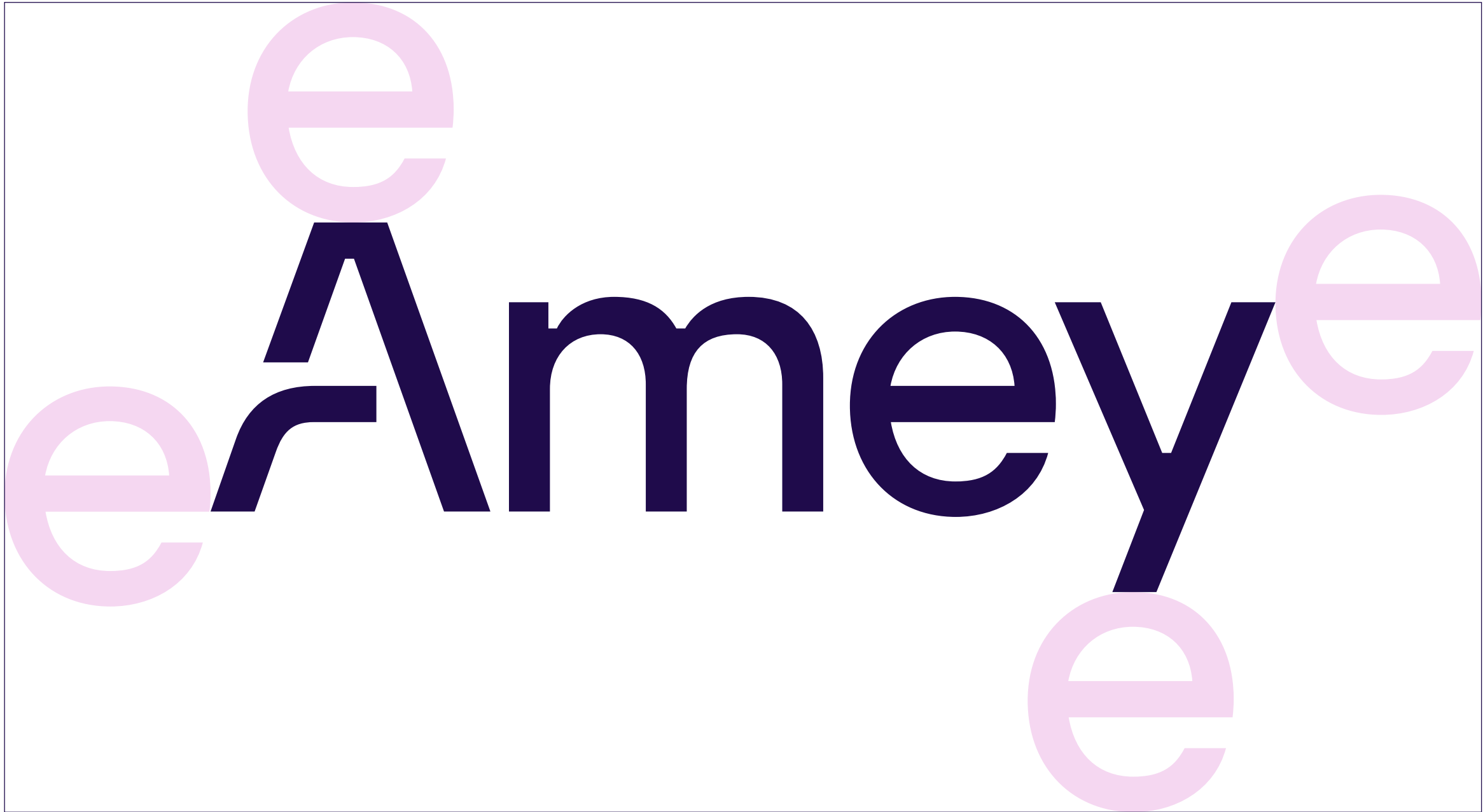
Our logo sits at the core of our brand. It’s confident and simple capturing the essence of the Amey brand and should be used on all our communications.

The following guidance will instruct you on how to most effectively use our logo.

- Our logo may be used in indigo, white and black.
- Use the elements in your design to determine the colour of your logo for maximum contrast and clarity.
- Over photography you may use white or indigo, but be sure it is legible.
- The black logo should only be used on PPE.
- Never use the logo in any of the secondary colours.

- 1. Amey indigo logo on a light background
- 2. Amey white logo on a dark background
- 3. Amey white logo used on imagery
- 4. Amey black logo on PPE





Clearance space

This ensures that the integrity of the logo is never compromised. In all cases, this space is equivalent to the height and width of the ‘e’.

Minimum size

The logo must not be reproduced at sizes smaller than those detailed on this page. Should any deliverable require a smaller size, please contact marketing@amey.co.uk

Digital

Amey
38px

Print

Amey
10mm

The logo should never be manipulated and needs to be used with care to ensure it remains recognisable and consistent. Examples of misuse are shown here.

 <p>Do not outline</p>	 <p>Do not change the colour</p>	 <p>Do not stretch or squash</p>	 <p>Do not type out logo</p>
 <p>Do not change the letter spacing</p>	 <p>Do not replace bespoke 'A' with type</p>	 <p>Do not rotate</p>	 <p>Do not apply a drop shadow or any other effect</p>
 <p>Do not place it in a busy area on an image</p>	 <p>Do not place white logo on light background</p>	 <p>Do not place indigo logo on a dark background</p>	

Using the correct Amey logo presents a professional company image and improves brand awareness and recognition.

The following guidance will instruct you on the permitted usage of the Amey LGBTA version of our logo.



Approved use

When it is appropriate to use the rainbow logo:

- LGBTA Viva Engage channel profile image
- LGBTA network communications (eg welcome letters, newsletters)
- Hub magazine
- Email signatures – follow the process and guidance on AmeyWorld



Non approved use

When you must use the Amey corporate logo:

- Corporate brand assets – business cards, corporate brochures, websites (including AmeyWorld affiliate sites)
- Anything created for an external audience (there are some instances where the Amey logo on a rainbow background can be used for external purposes – see exceptions to the right)

Exceptions

On some occasions approval may be given for the Amey logo to be used on a rainbow background:

- Representing the Amey LGBTA network at an external event
- LGBTA network promotional items

All external collateral must be approved by the Corporate Communications Team. Before progressing please ensure you contact marketing@amey.co.uk

Partnerships

A partnership brand is when a client wants and needs to include their own brand on our contract. Usually the need for this is discussed during the bidding process and then agreed at the award of the contract.

No partnership branding should be created or agreed with a client outside of the Corporate Communications Team.

Where possible we always insist that the Amey brand is present on all elements of our services (eg office and depot signage, vehicles, personal protective equipment and uniforms).

If a customer insists on only their own branding being present across any of these elements then this will need to be discussed and approved by the Corporate Communications Team before any agreement is made with the client.



Joint ventures

A joint venture logo will be required when we are part of a joint venture agreement to deliver work with a partner. Creation of a joint venture logo should always be carried out by the Corporate Communications Team.

All joint venture logos must be approved by the Amey Executive Committee. This process is managed by the Corporate Communications Team.

The logo should represent a partnership and therefore should not contain any dividing lines or wide space between the two logos. They should appear as one logo.

If you need a joint venture logo to be created please contact the Corporate Communications Team by emailing marketing@amey.co.uk



Typography

Borna is our primary typeface we use for all our headlines. Borna is versatile working for both print and digital design.

We use three different weights - Regular, Medium and Semibold:

- Headlines and subheadings use Regular or Medium
- Captions use Medium or Semibold
- Keep the number of type sizes to a minimum across your design
- Never use all caps for headlines, subheadings or body copy. However, all caps can be used for captions and footers
- Never use Borna Bold

The Borna font is only to be used by authorised designers.

AaBbCc

Borna Medium

Delivering sustainable infrastructure solutions

Borna Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£%^&*

Borna Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£%^&*

Borna Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£%^&*

Borna Semibold

Our secondary typeface is Inter. It is used across all body copy.

We use Inter Regular for the majority of cases. However, when we need to highlight key words or phrases we can use SemiBold.

AaBbCc

Inter Semibold

Delivering sustainable
infrastructure solutions

Inter Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£%^&*

Inter Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£%^&*

Inter Semibold

In the event that Borna and Inter can't be used, Arial is the fall-back.

It is a system typeface and so will render globally for all users and should already be on your device.

When using Word, PowerPoint or emailing, you will need to use Arial.

AaBbCc

Arial Bold

Delivering sustainable infrastructure solutions

Arial Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£%^&*

Arial Regular

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@£%^&*

Arial Bold

Colour

These are our main colours and should be used across all communications.

The purples and pinks help us stand out within our sectors.

White is also an integral colour within the brand. Use white across all aspects of the brand to create a sense of clarity.

Indigo
RGB 32 12 76
HEX #200C4C
CMYK 96 95 35 50
Pantone 2755C

White
RGB 255 255 255
HEX #FFFFFF
CMYK 0 0 0 0

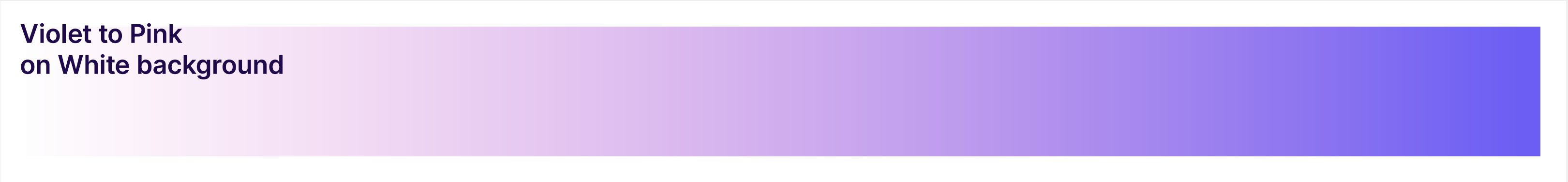
Violet
RGB 108 93 243
HEX #6C5DF3
CMYK 70 60 0 0
Pantone 2725C

Pink
RGB 217 96 201
HEX #D960C9
CMYK 28 69 0 0
Pantone 252C

The primary gradients can be used on indigo and white backgrounds.

It is a linear gradient. The angle can be altered depending on the design.

It is made up of a colour gradient from colour 1 (100%) to colour 2 (0%), with a linear transparent gradient applied as well. This gets a hint of colour 2 into the gradient as it fades out.



Our secondary colours are used on social media, our website, inside presentations and inside brochures.

These colours should never be used on the cover of external documents.

Use the following colour pairings. These combinations have strong contrast and vibrancy.

Lemongrass	Forest
Aquamarine	Navy

Lemongrass

RGB 220 245 100

HEX #DCF564

CMYK 16 0 59 0

Pantone 373C

Forest

RGB 23 86 56

HEX #175638

CMYK 89 44 86 32

Pantone 343C

Aquamarine

RGB 102 255 202

HEX #66FFCA

CMYK 40 0 20 0

Pantone 3375C

Navy

RGB 0 51 153

HEX #003399

CMYK 91 74 0 0

Pantone 661C

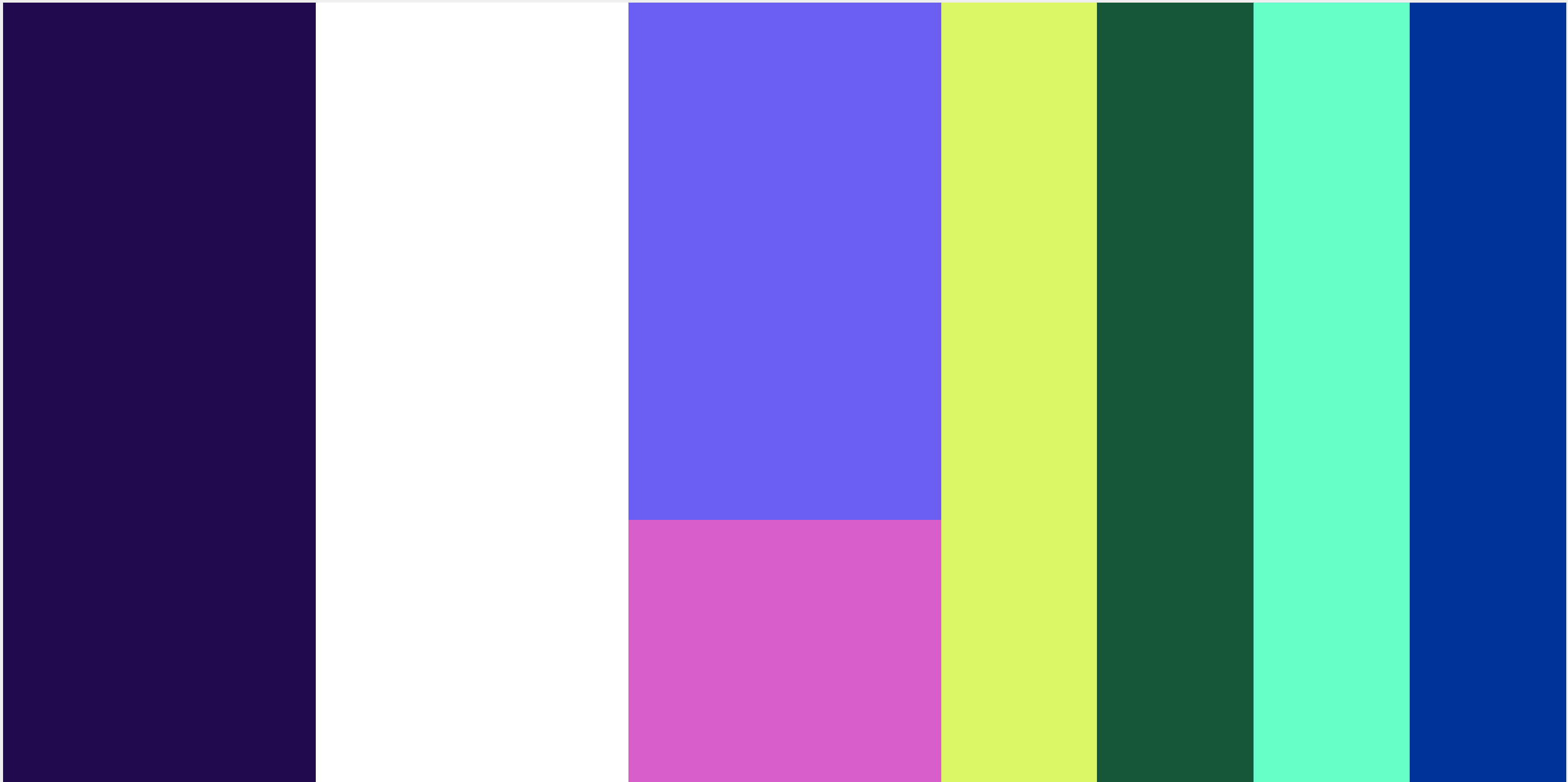
The primary gradients can be used on secondary colour and white backgrounds.

It is a linear gradient. The angle can be altered depending on the design.

It is made up of a secondary colour with a linear transparent gradient applied to it.



When considering how much colour to add — please use these ratios. Only in special circumstances should the ratios be altered (e.g. campaigns).



To highlight the importance of our Zero Code and to make sure it stands out from all other material, the Safety Orange colour should **only be used on Zero Code material.**

Safety Orange

RGB 255 120 0

HEX #FF7800

CMYK 0 60 100 0

PANTONE 1505C



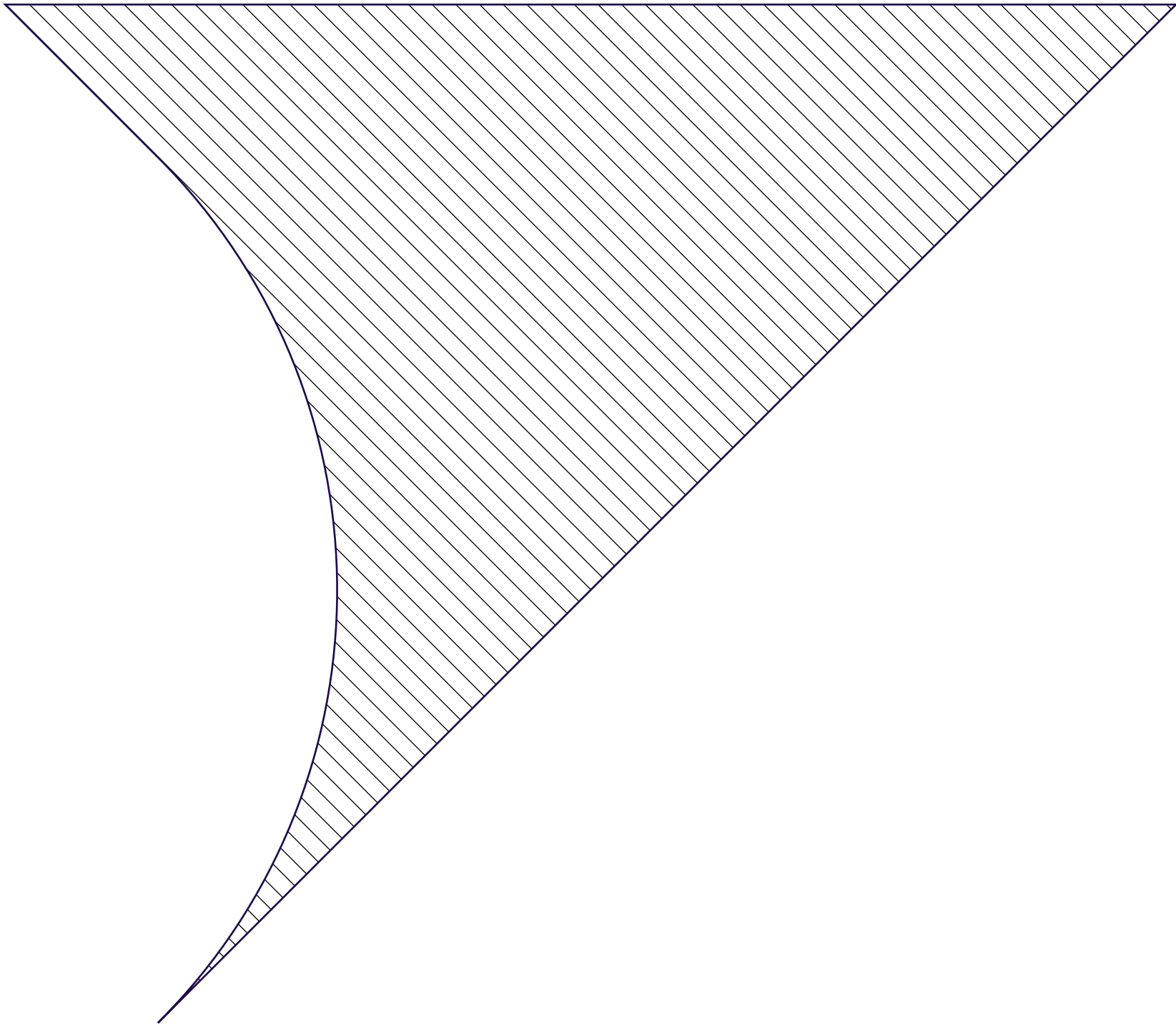
Graphic device

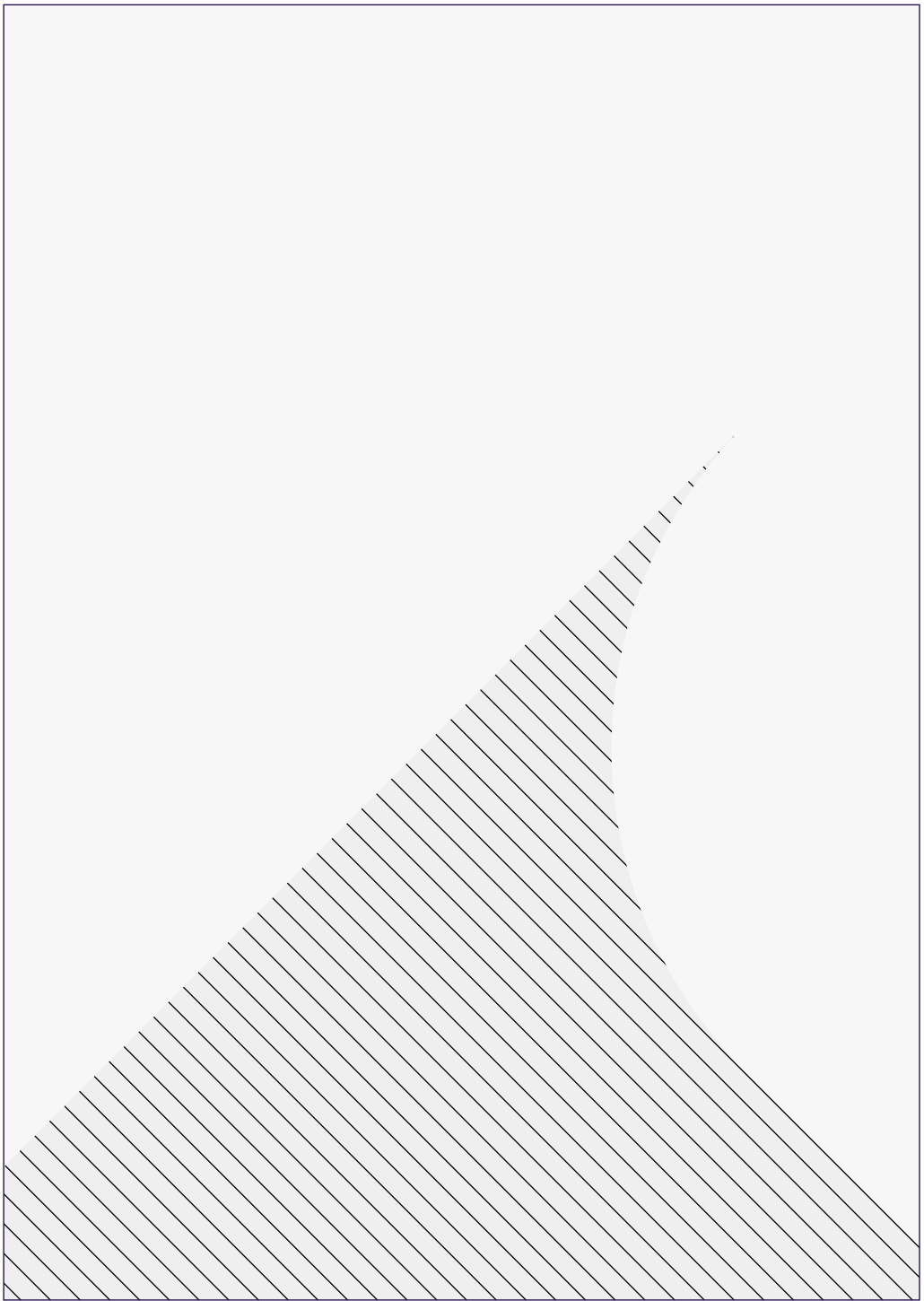
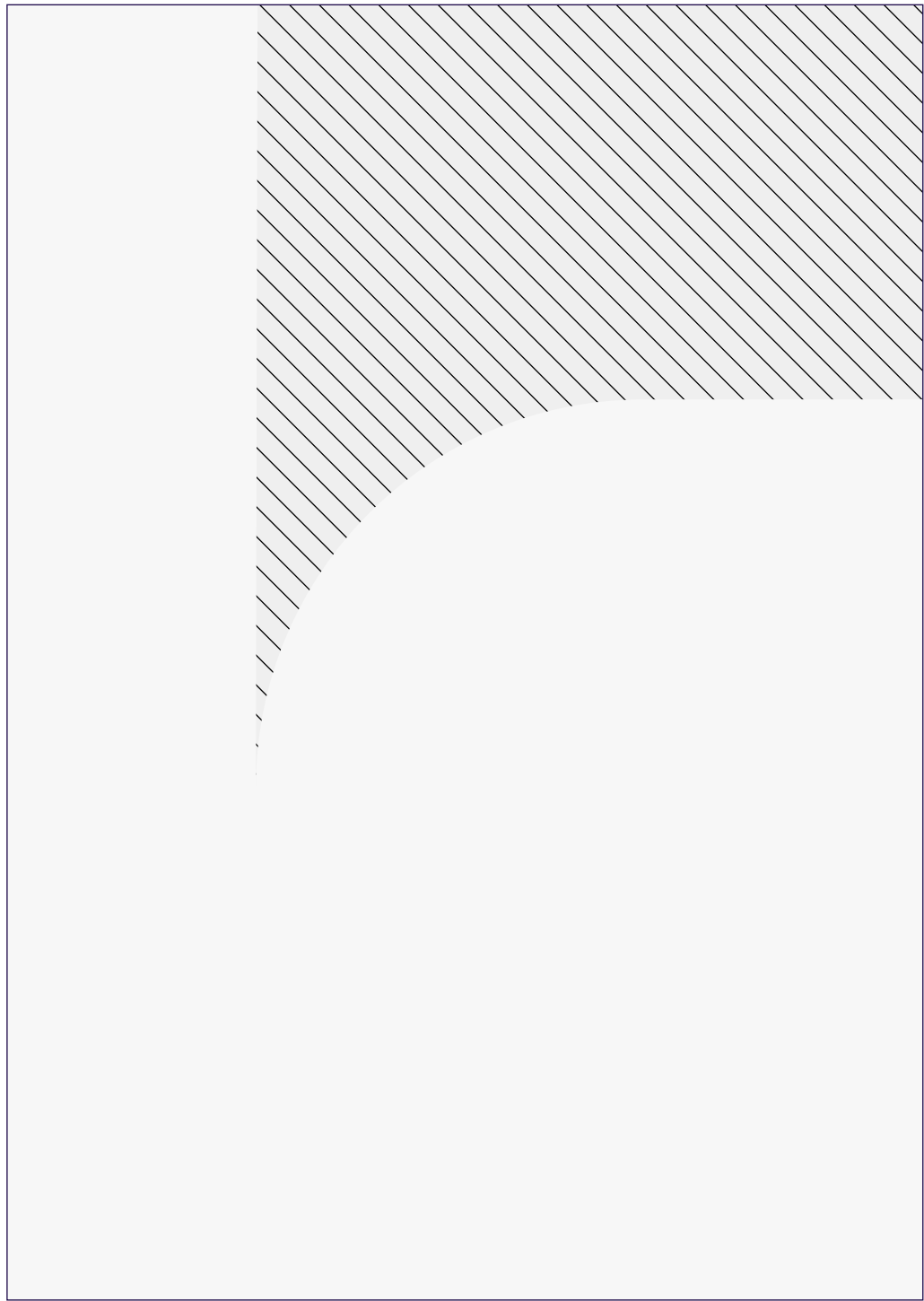
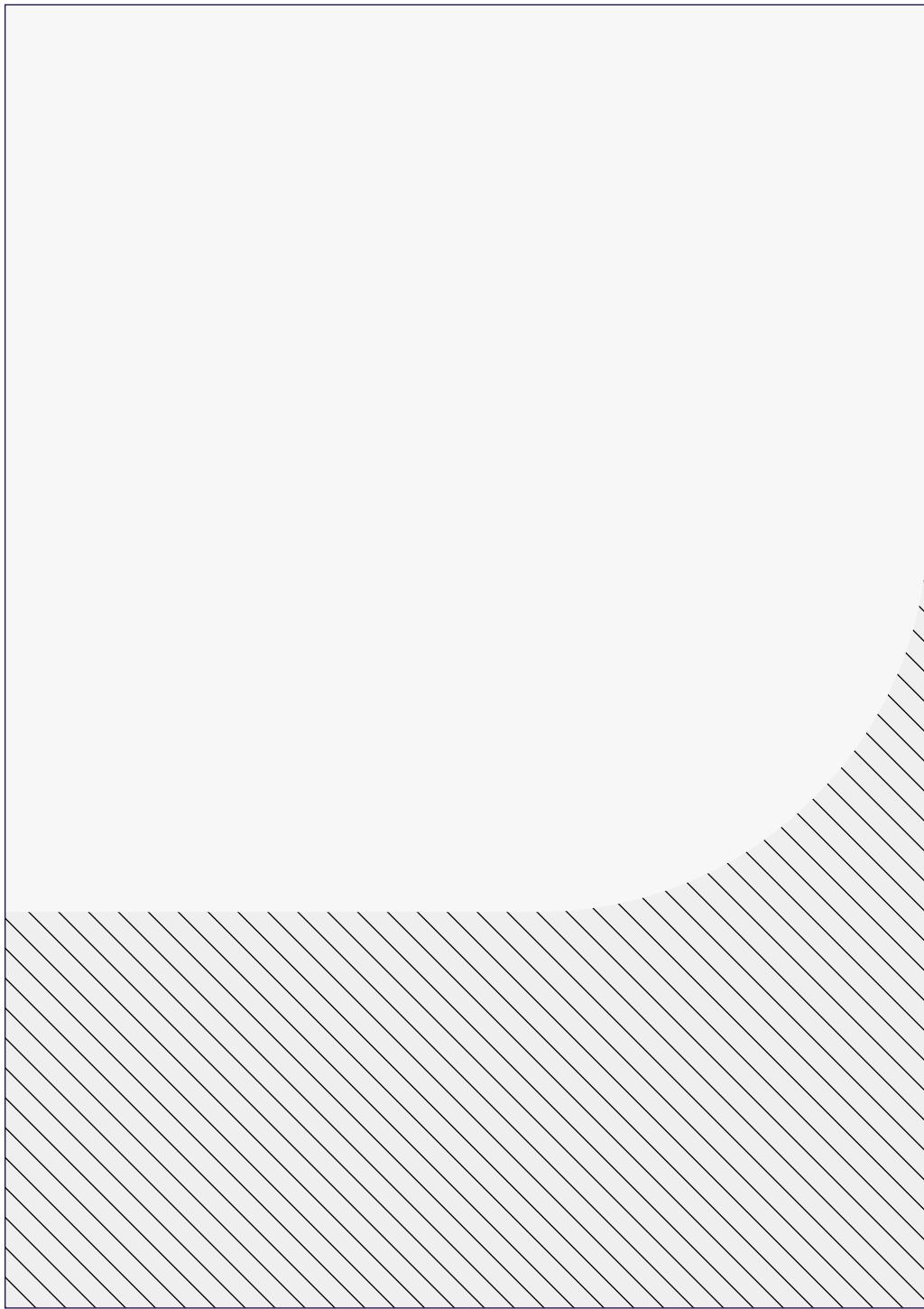
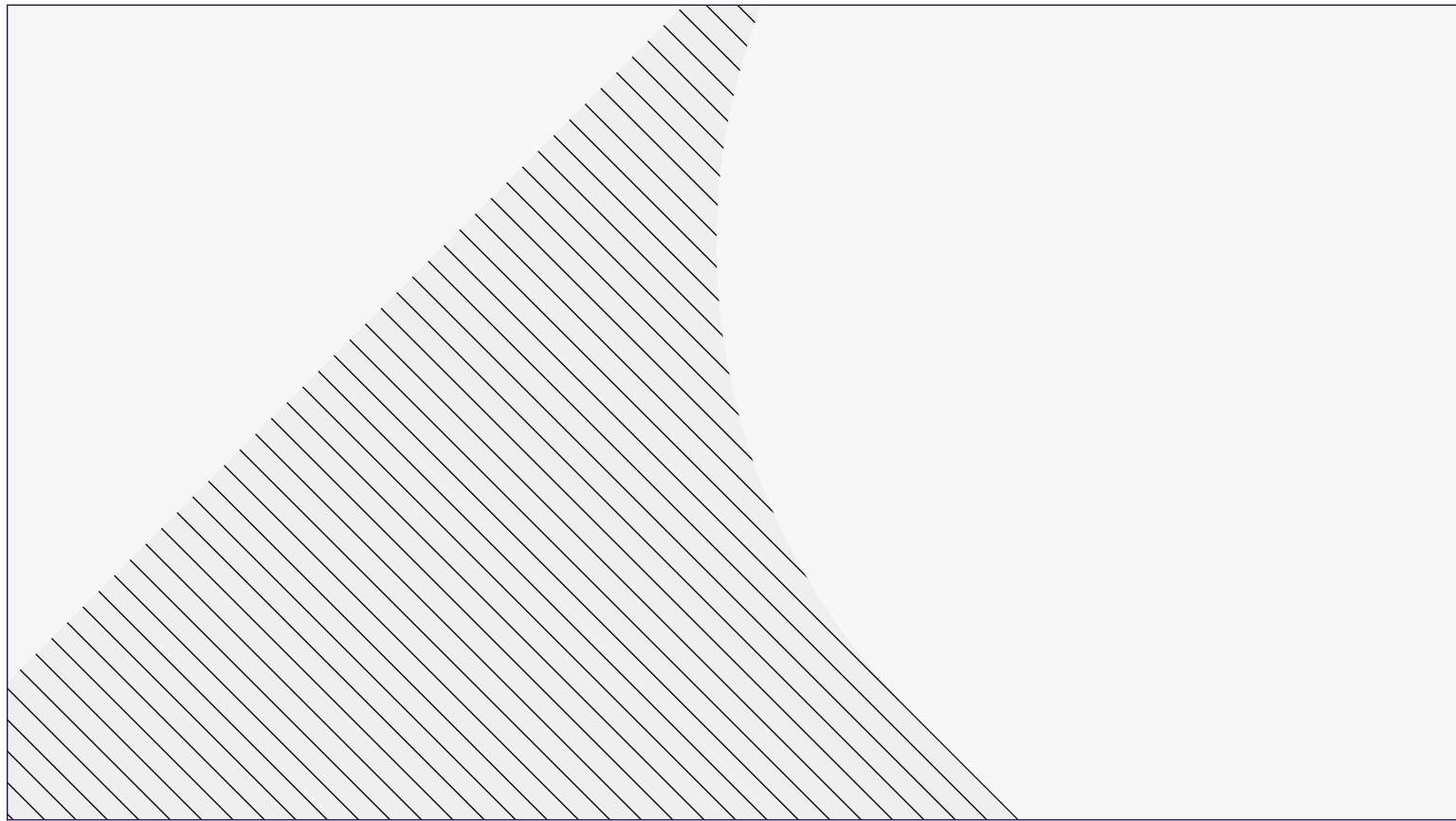
This device is energetic,
ownable and highly flexible.

Cropping and rotating demonstrates how
the device can be used to create layouts.

It can be filled with either an
image or a gradient overlay.

The primary graphic device is the leading
brand element and should be used
on all external facing touchpoints.





Amey

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LORUM IPSUM

LORUM IPSUM

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viverra elit, eu accumsan velit odio id nulla. Nulla facilisi. Mauris ac viverra nulla, sed laoreet risus. Duis mattis libero eu neque sollicitudin, molestie auctor leo posuere.

Donec luctus dui ac hendrerit feugiat. Aenean maximus facilisis leo ut feugiat. Fusce auctor quam at odio pharetra, ut semper turpis venenatis.



Amey

Lorum ipsum dolor sit amet

Donec luctus dui ac hendrerit feugiat. Aenean maximus facilisis leo ut feugiat. Fusce auctor quam at odio pharetra, ut semper turpis venenatis.

LORUM IPSUM

Amey

Consectetur adipiscing elit facilisis tincidunt ultrices



Amey

Lorum ipsum dolor sit amet

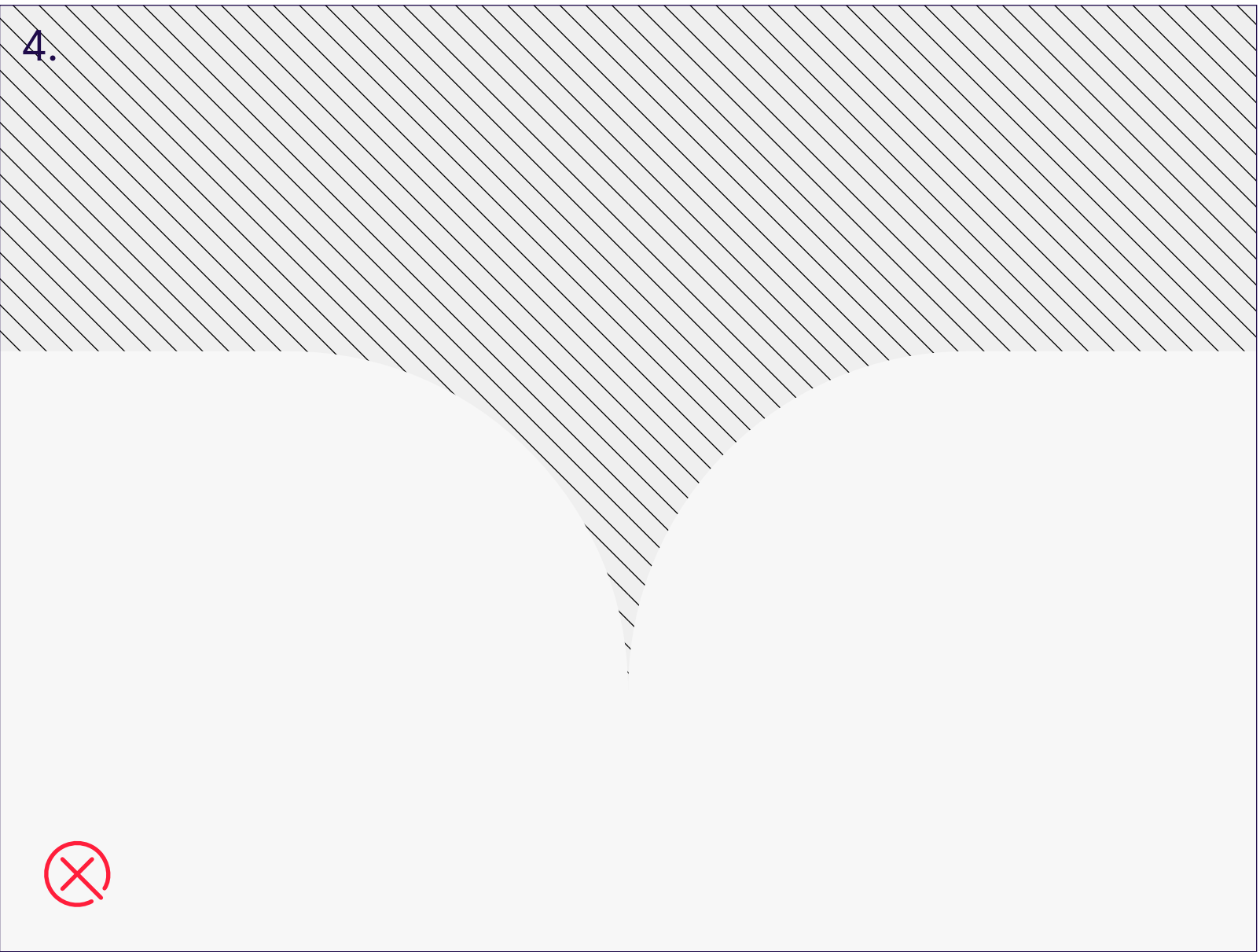
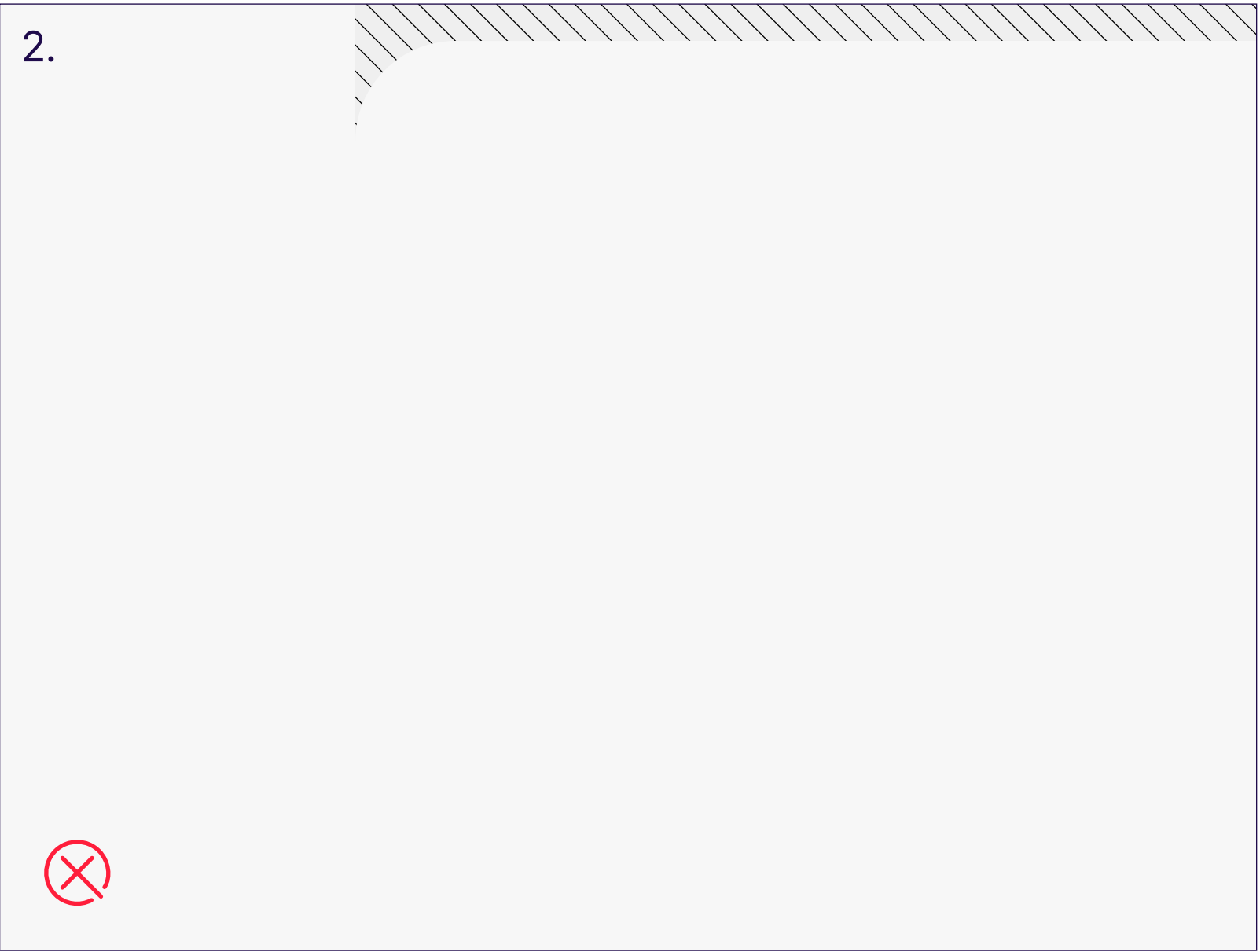
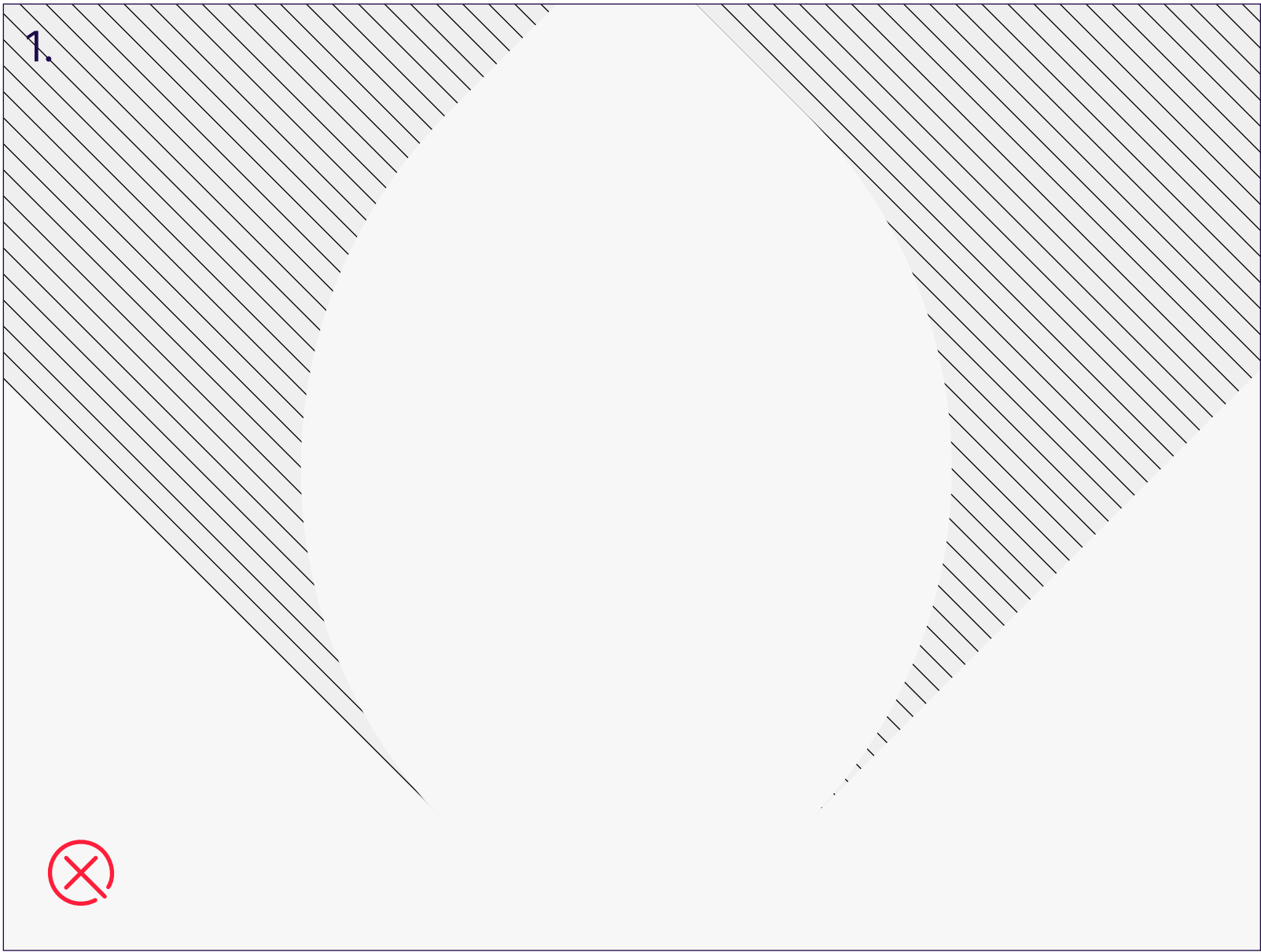
Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

LORUM IPSUM

The primary graphic device needs to be used with care to ensure the brand remains recognisable and consistent.

Examples of misuse are shown here:

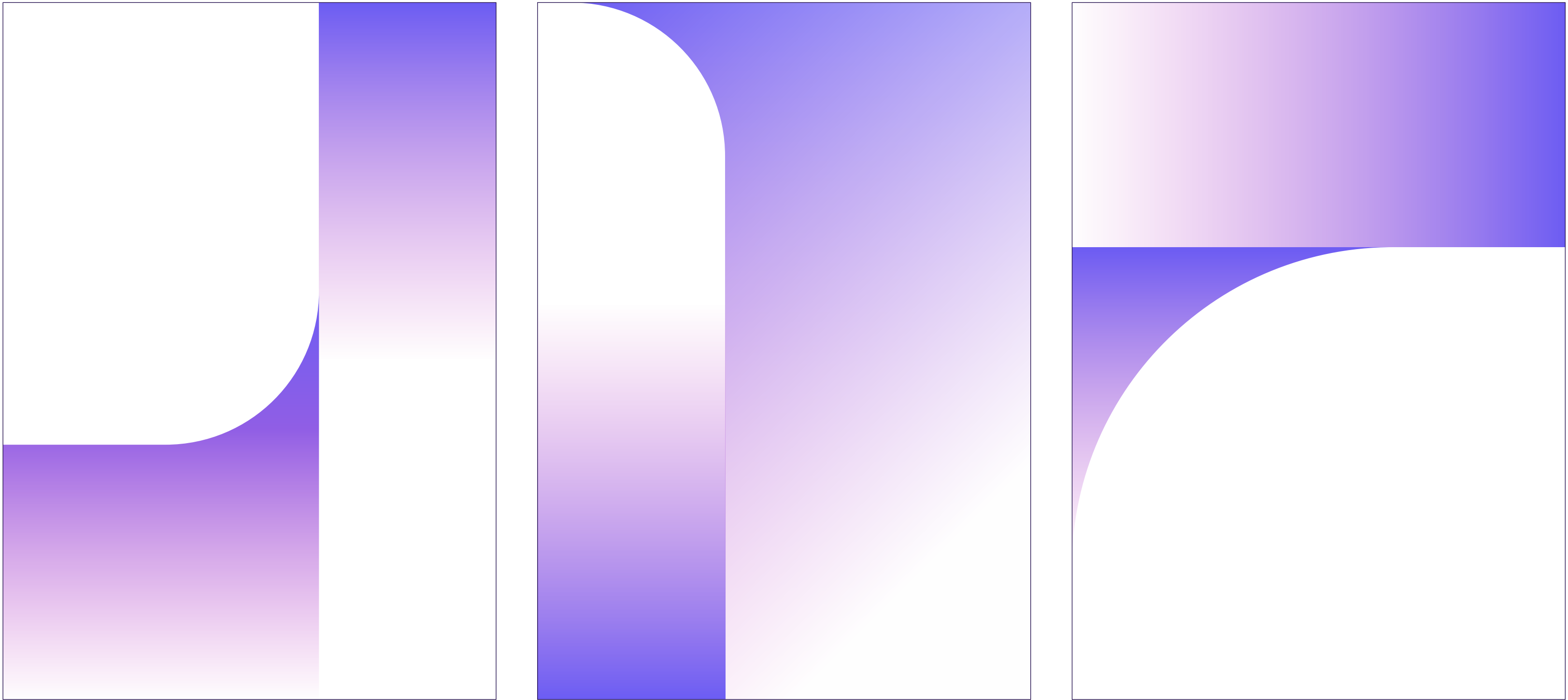
- 1. Do not us the device twice in one design
- 2. Do not use the device at a very small scale
- 3. Do not crop the device awkwardly
- 4. Do not create new shapes



This device can be used on internal touchpoints, inside brochures and presentations, and areas that will need greater flexibility, for example social media.

The fill should only ever be a linear gradient. The gradient can be from the primary or secondary colour palette.

The secondary graphic device should always be made up of both elements and they should always be touching.

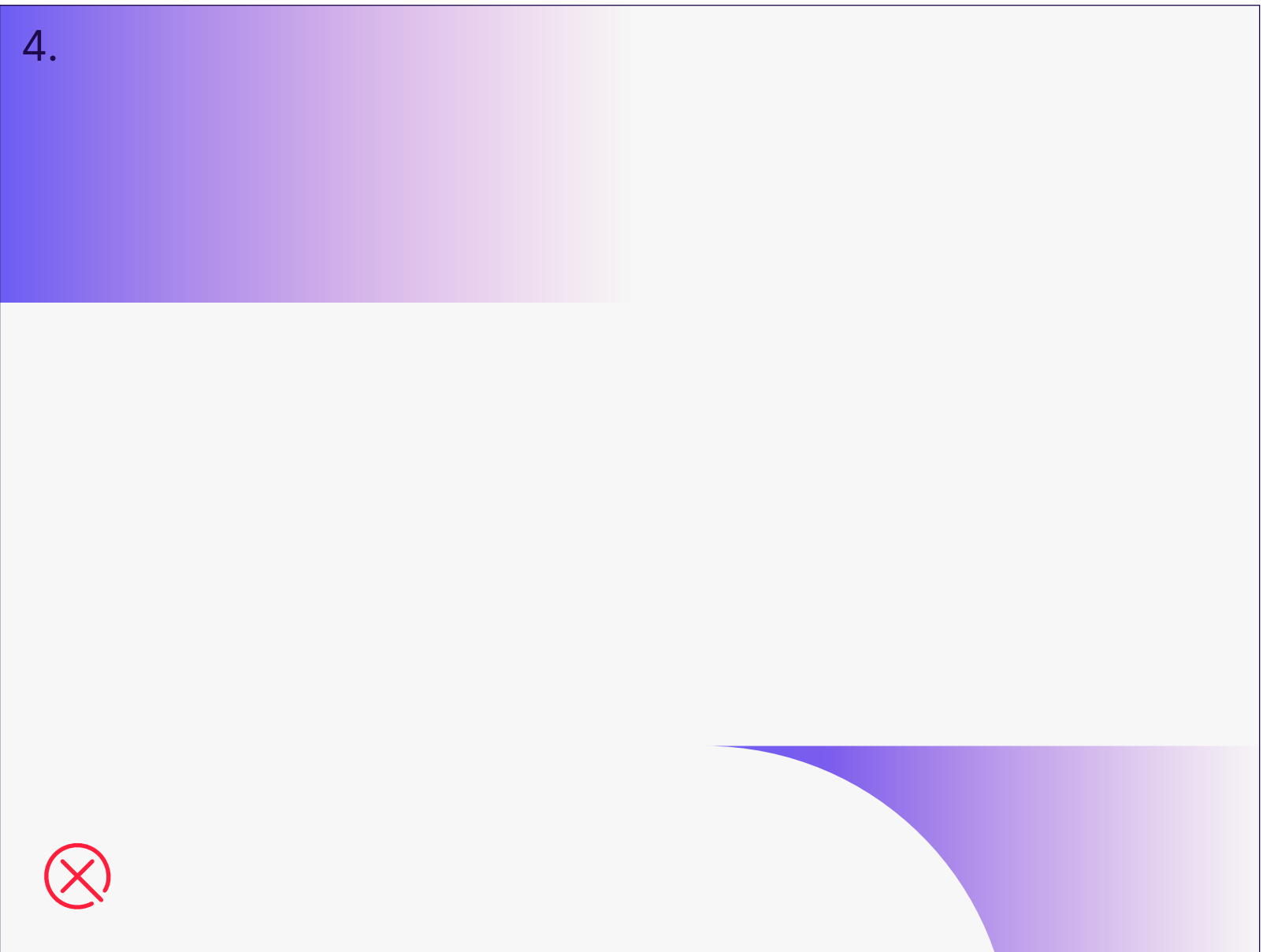
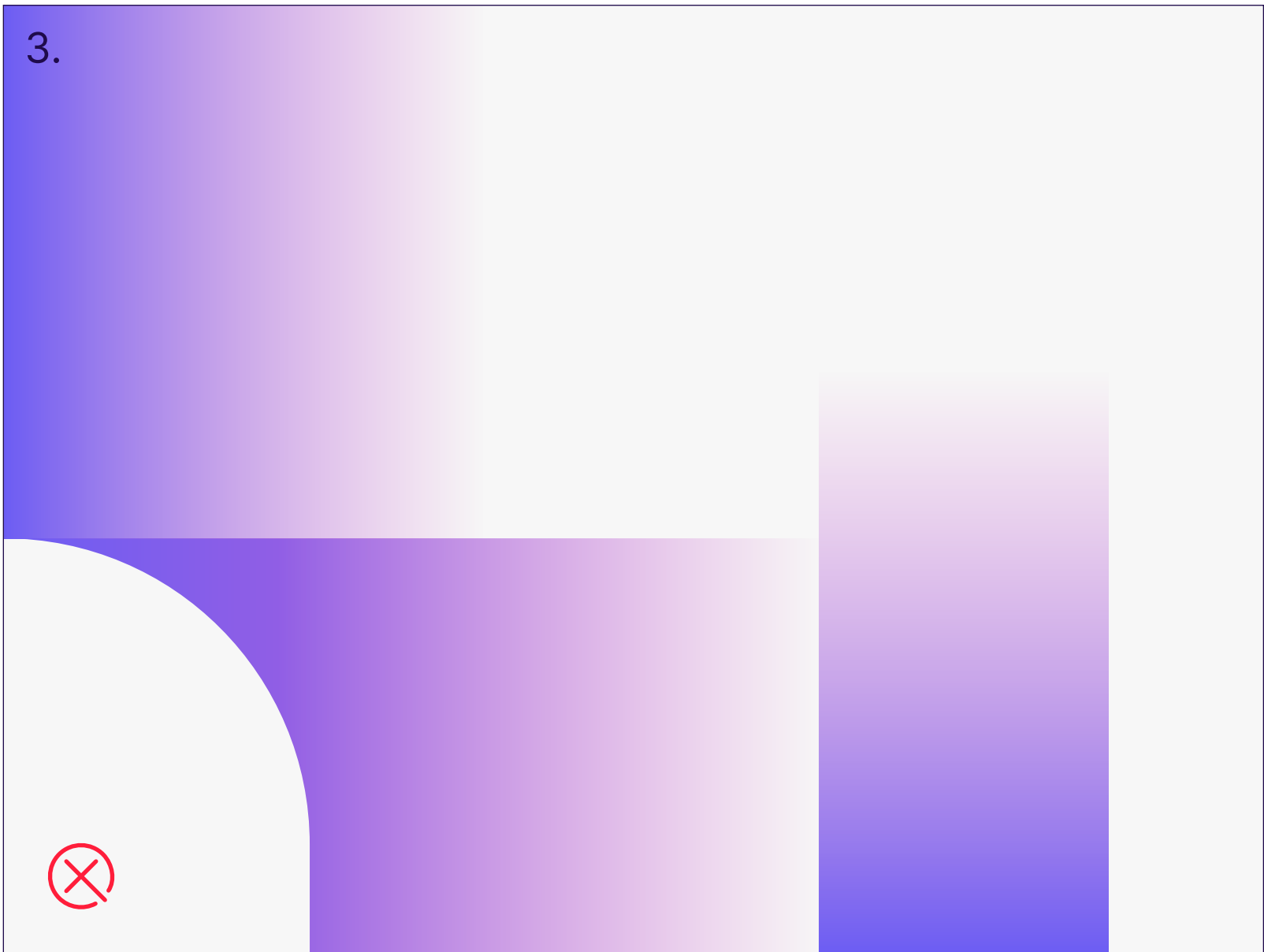




The secondary graphic device needs to be used with care to ensure the brand remains recognisable and consistent.

Examples of misuse are shown here:

- 1. Do not create new shapes
- 2. Do not use the device at a very small scale
- 3. Do not use more than two shapes together
- 4. Do not totally separate the shapes



Imagery

Images should always be Health & Safety compliant and contain the correct logo.

The use of images in collateral should always be approved by the Corporate Communications Team.

We use a mixture of images from our own photography and stock sites, all stored in the Amey Image Library (link below).



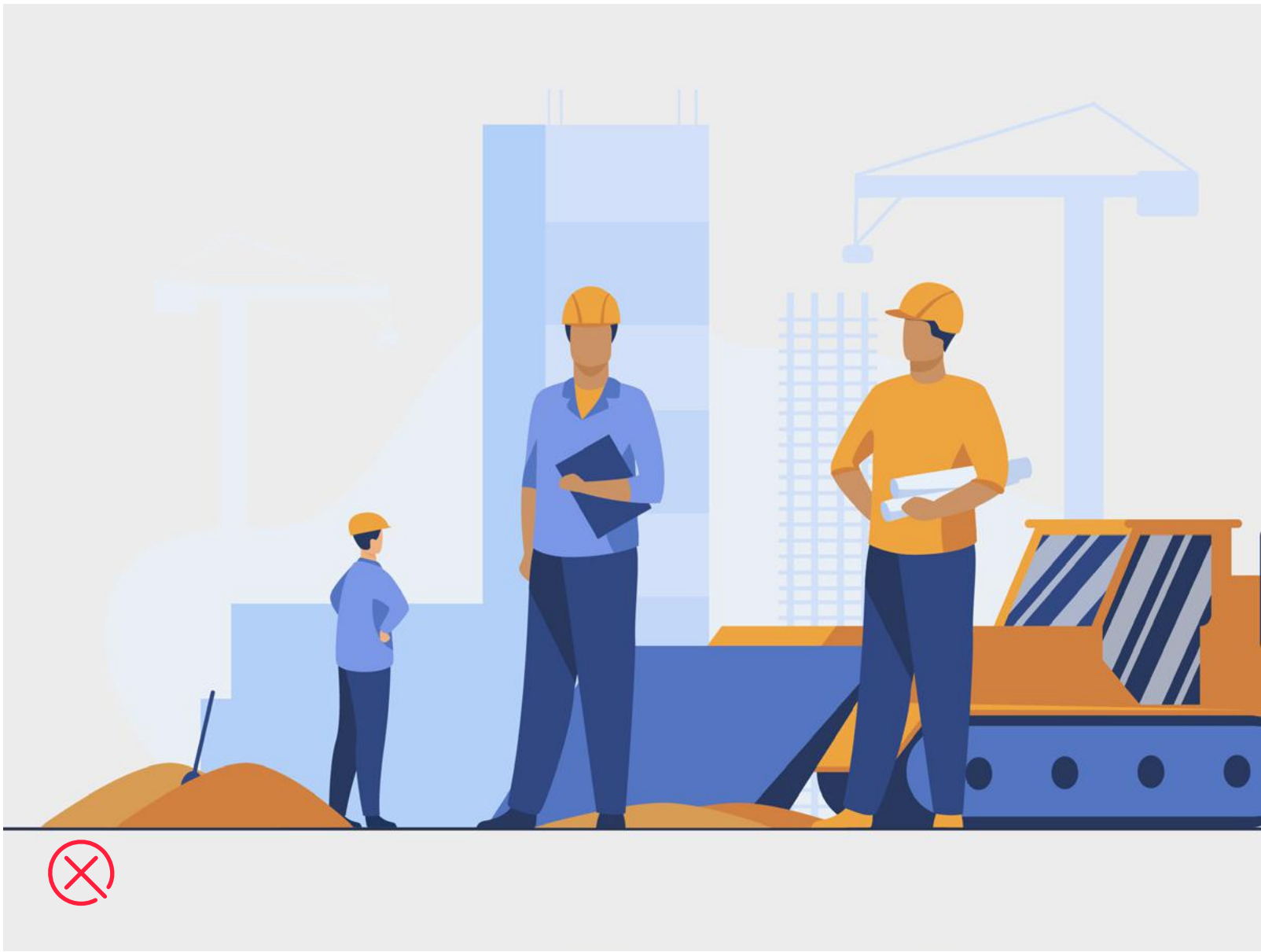
What is a good Amey image?

- Bright with high contrast
- Authentic
- Dynamic with a sense of movement
- Strong depth of field
- People engaged in their work



And here’s what to avoid...

- Posed setups
- Clichéd imagery
- Non-approved illustration
- Blurry or low res imagery
- Incorrect equipment



Use the following guidance to create the gradient overlay. Set the opacity to between 25-40% and remember to change the blend mode to 'Color'.

Pink

RGB 217 96 201

Violet

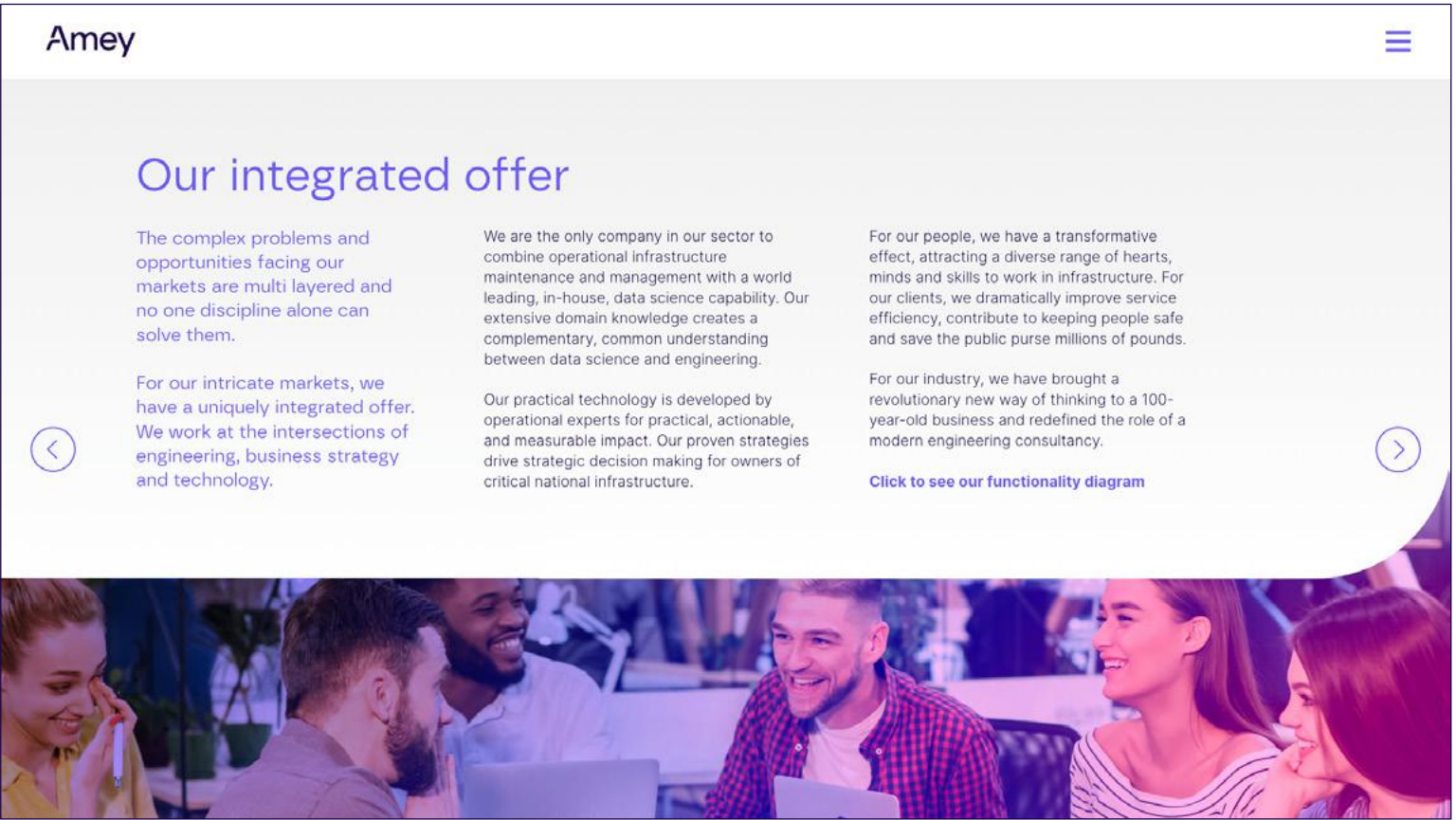
RGB 108 93 243

Opacity
25-40%

Blend mode
Color



Application & Templates





Personal Protective Equipment (PPE)

Our logo should appear on the left-hand chest position (as you wear it) of PPE, with the Zero Code badge on the left-hand sleeve of all long sleeved outerwear.

The logo should appear on the reverse centre panel of the back of PPE.

The logo should appear in a central position on helmets and hats.

The black version of the logo should be used on all reflective PPE.

If your account requires custom partnership branding please contact the Corporate Communications Team by emailing marketing@amey.co.uk



Workwear

Our logo should appear on the left-hand chest position (as you wear it) of workwear.

The white version of the logo should be used on all dark coloured items and the master (indigo) logo should be used on all light items.

There is no need to place any branding on the reverse of workwear as it can increase the cost of the items.

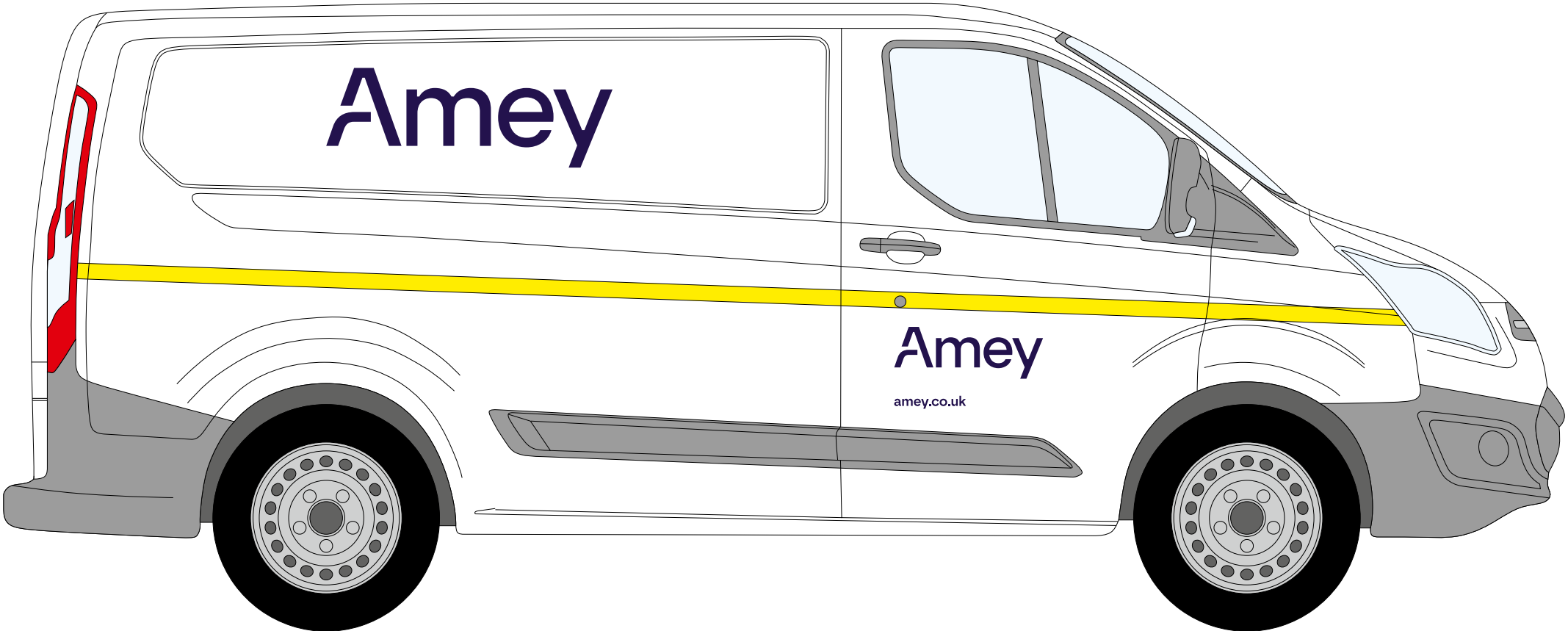
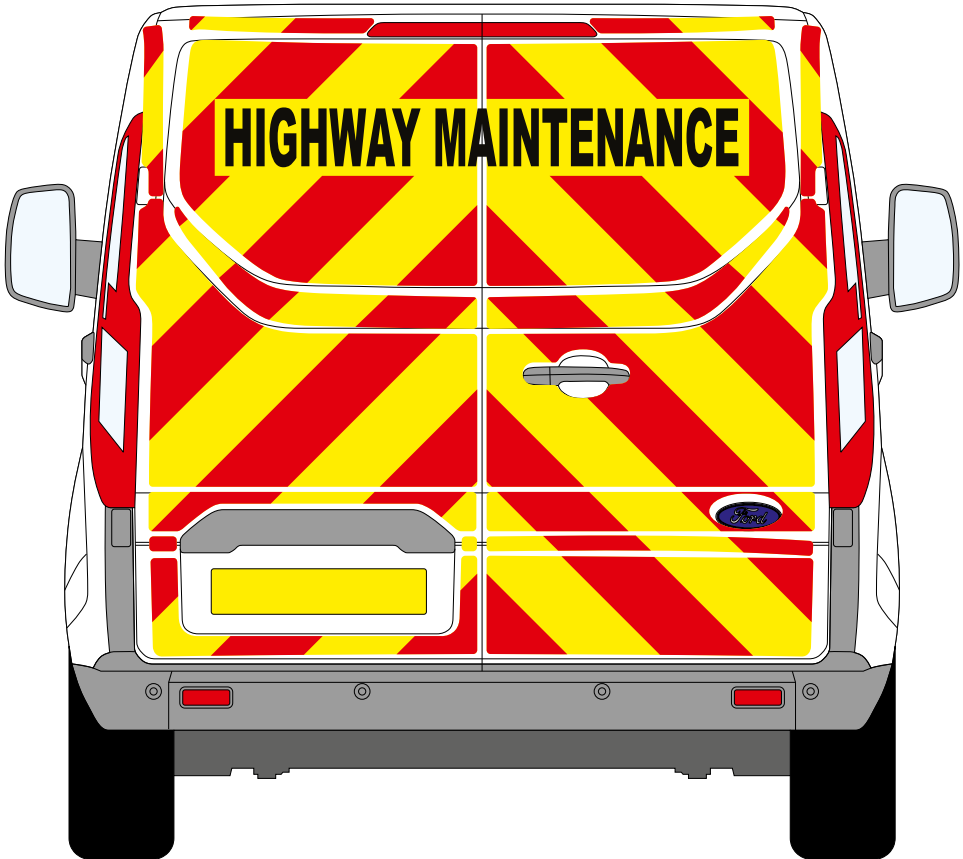
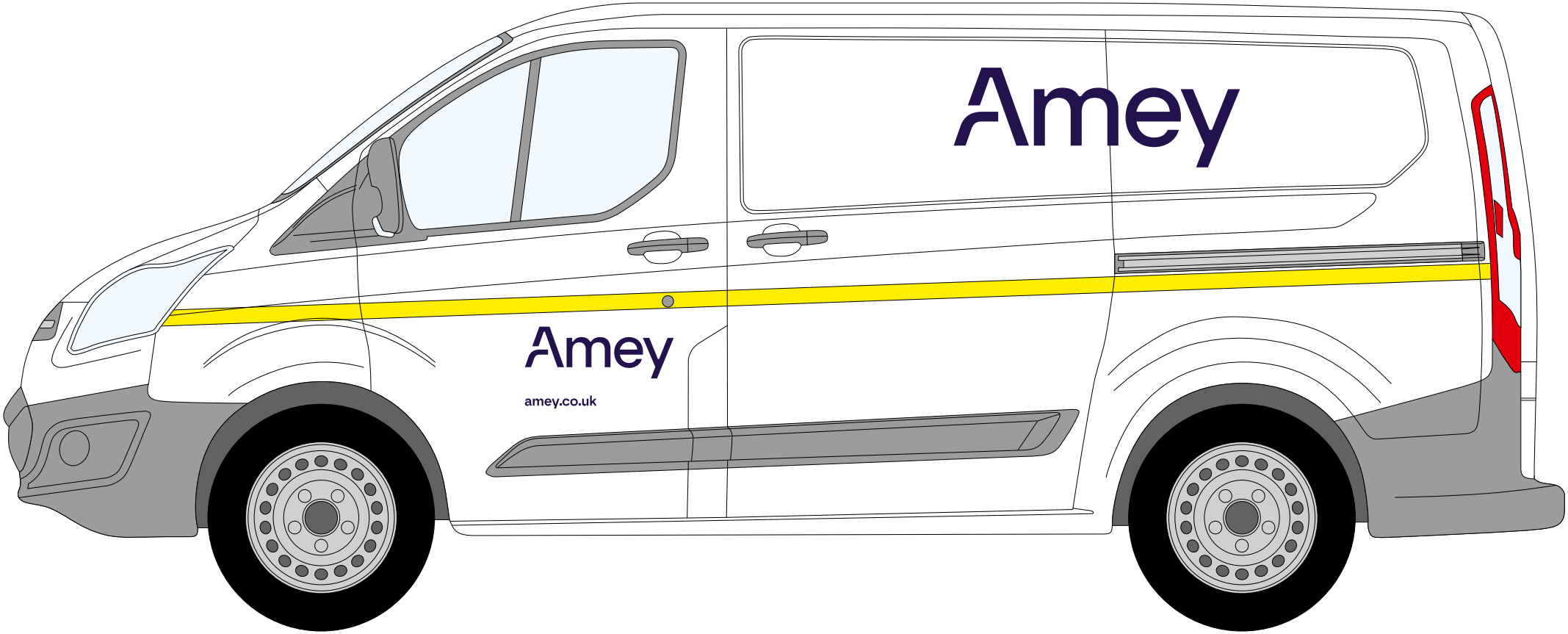
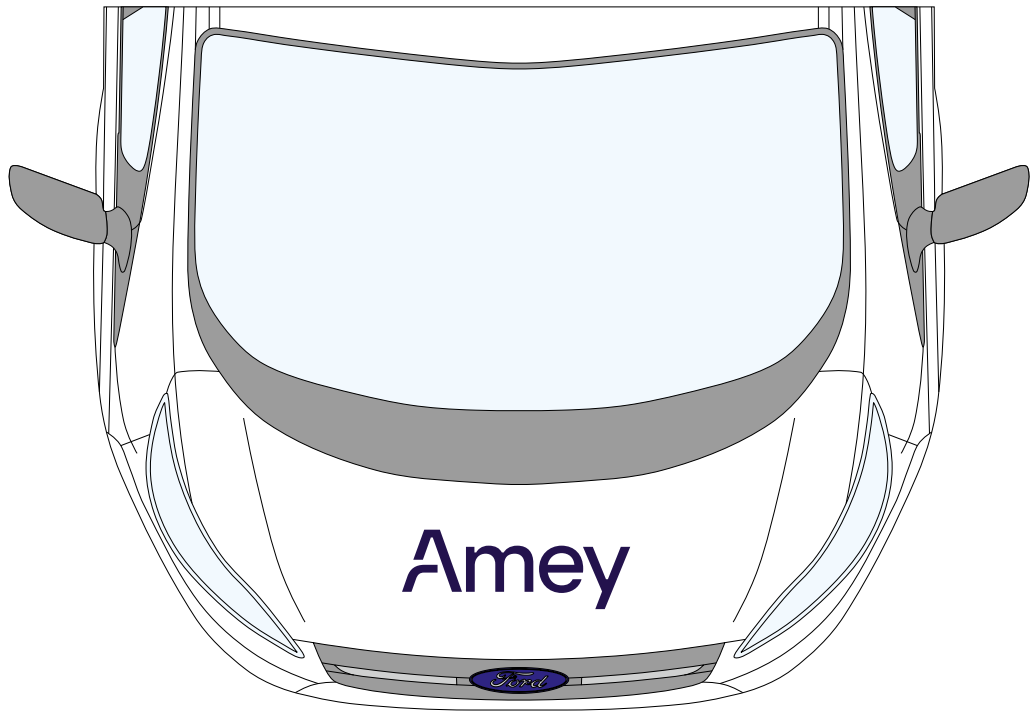
If your account requires custom partnership branding please contact the Corporate Communications Team by emailing marketing@amey.co.uk



Our logo on vehicles is important exposure for our brand. All branding must be created in conjunction with Amey Fleet Services.

Contact fleet services detailing your requirements for your account. If your livery request is for Amey only branding then the Fleet Service Team will follow agreed guidelines for production.

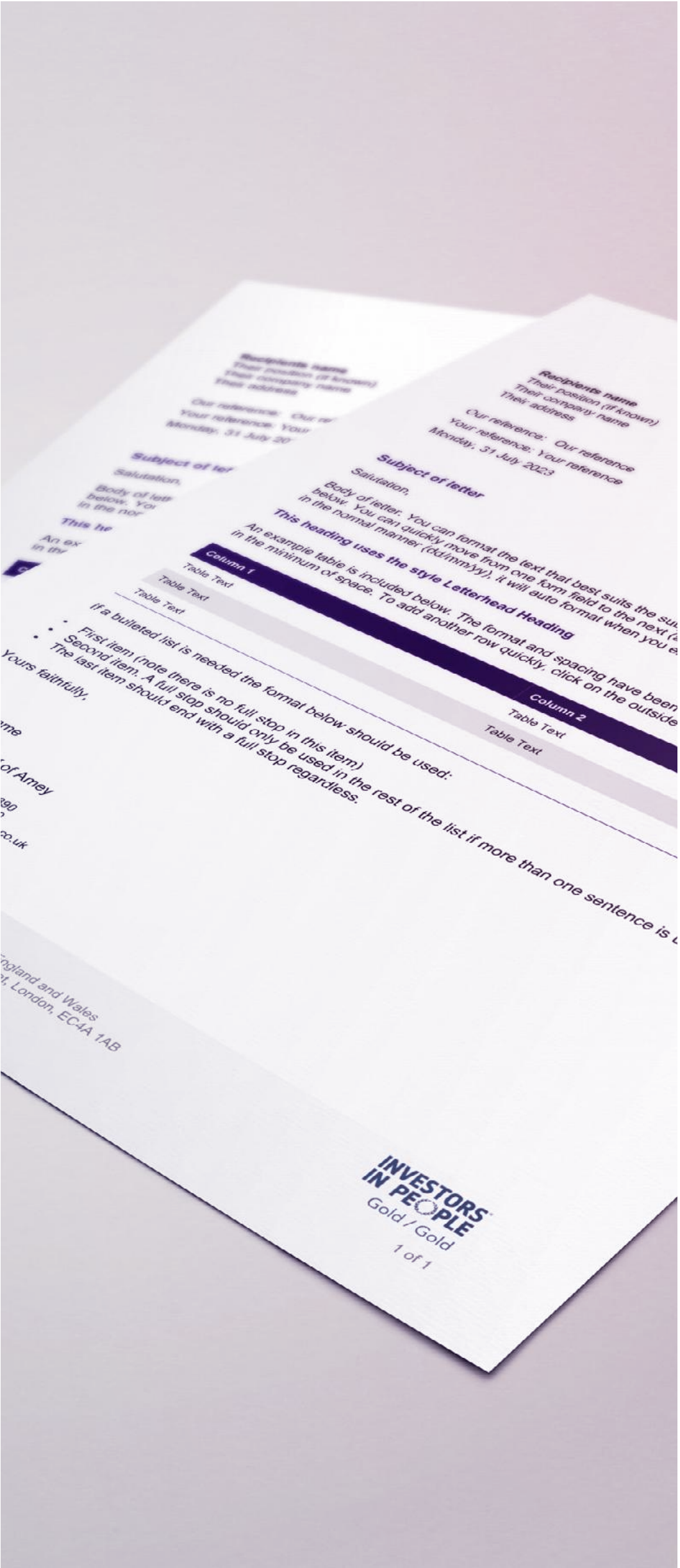
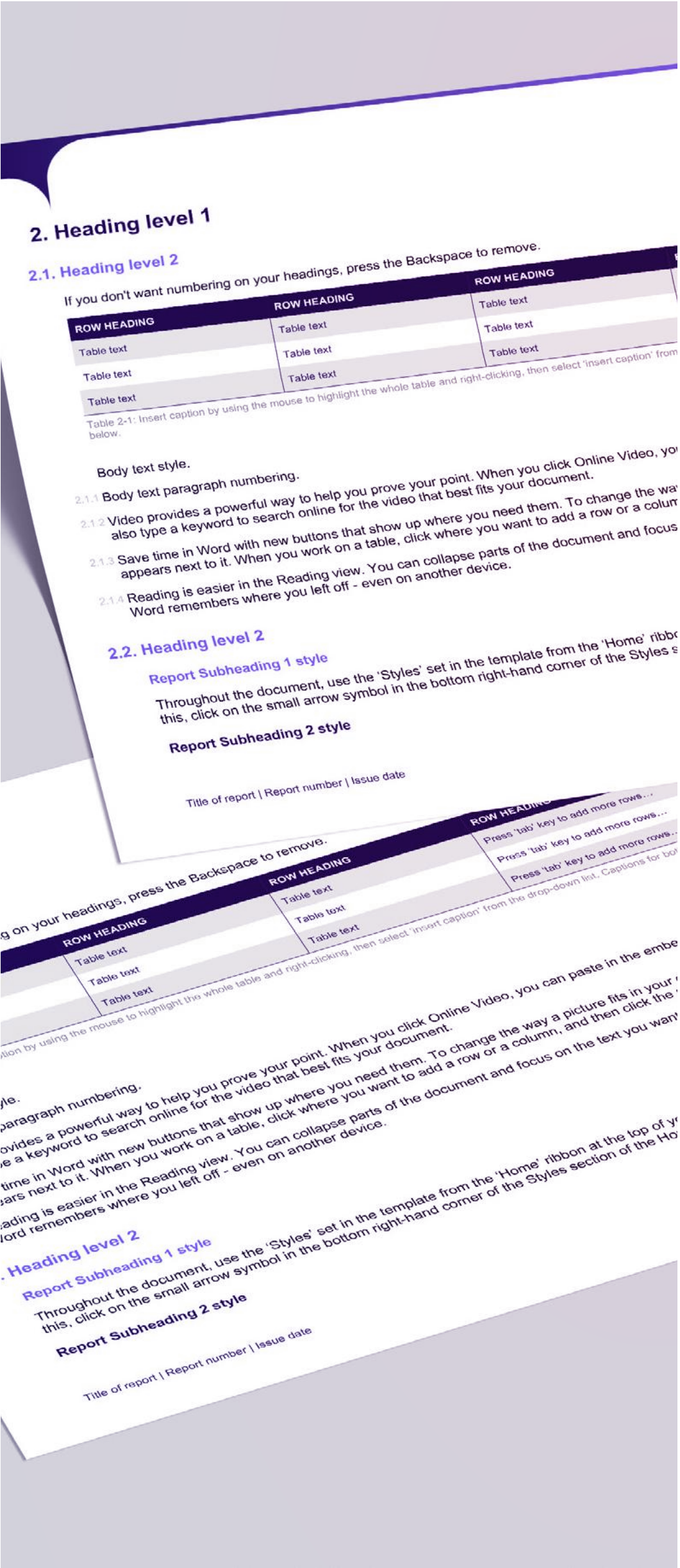
If partnership branding is required it will need to be created in conjunction with the Corporate Communications Team who will also need to give final approval for use. Please contact them by emailing marketing@amey.co.uk



Word documents and PowerPoint slides should be simple, concise and follow our guidelines.


All letterheads are created centrally for legal reasons. Please ensure you are using the correct legal entity when sending a letter.

Access the Marketing Collateral Library for all our templates through the link below.



Contact

If you need further support or have a brand question that you are unable to find in this document, please get in touch.

 **Viva Engage**
Look up our channel, your question might have already been asked.
[Viva Engage](#)

 **Marketing inbox**
marketing@amey.co.uk

Thank you

