



Brand Guidelines  
Version 2 - March 2020

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## - GUIDELINES -

These guidelines have been designed to help our customers, partners and employees understand our overall brand, including our tone of voice, logos and trademarks and the artwork associated with Every so we are all working in-line with the same guidelines.



## - OUR BRAND -

At Every, the energy, professionalism, and knowledge we share between each other is reflected in our brand. In this section, you will find clear guidance on how to express our brand consistently.

## - BRAND POSITIONING -

Every surrounds you with reassurance. Our all-in-one software provides you with complete peace of mind, so you don't have to worry. Everything is in one place so that you don't miss a thing.

- OUR VALUES -

With passion

We genuinely care about our customers and so we work hard to offer the best solutions and services that we can offer every time and all the time.

With energy

Our enthusiasm and hard work ensures that we are always thinking ahead, thinking about our customers and enhancing what we offer. We never stand still.

With integrity

We're one step ahead and committed to always doing the right thing by our customers. We are honest, open, and principled at all times.



## - OUR HISTORY -

**2004 - OUR FOUNDERS MEET**  
Founders Ian Bond and Adam Watson first meet at a software company in Leeds, providing large Asset Management systems to Local Authorities.

**MARCH 2011 - PROPERTY PREFECT IS BORN**  
Drawing on their combined experience, Ian and Adam created a web-based software tool enabling schools to manage all areas of property maintenance and health and safety issues more effectively.

**SEPTEMBER 2015 - REBRANDED TO EVERY**  
Full ownership is reverted to Sandgate System's founders, and they took this fresh start to re-brand as Every. We had a full make-over, logo and everything - and don't we look lovely!

**SEPTEMBER 2019 - ANNOUNCING OUR HR SYSTEM**  
The secret is out finally, we were able to share that Every is branching out to tackle HR management as well as compliance.

**NOVEMBER 2010 - SANDGATE SYSTEMS IS INCORPORATED**  
Ian and Adam took a leap of faith, quitting their jobs and setting out to create what is now Sandgate Systems Limited.

**JUNE 2012 - PROPERTY PREFECT REBRANDED TO TES FOUNDATION**  
TSL Education and Sandgate Systems Limited joined forces, bringing together Property Prefect and TES BuyWire.

**NOVEMBER 2016 - NEW, BIGGER OFFICES**  
Dangerously close to an M&S Foodhall and with a pub just below us, our new office has proved a wonderful home as we continue to grow and build on our successes.

# OUR TONE OF VOICE

## - USING OUR TONE OF VOICE -

We are experts in our field and it's important that we sound like this at all times, we are also trusted advisers to our customers so we always try to sound professional. However, we should still try and sound approachable and human, so always keep things simple and straightforward.

### We'd say

"I can see why that would be frustrating, let me get that sorted for you".

### We'd say

"Let me have a look into this and I'll come back to you with a response before the end of the day".

### We'd say

"We've worked hard to provide a pricing policy that is fair to everyone".

### We wouldn't say

"I'll get back to you soon about this".

### We wouldn't say

"You have to pay more because you're a bigger school".

### We wouldn't say

"I can see why that would be frustrating but no one else has said that and it seems to be working fine here".



## - OUR BRANDMARK -

A brandmark isn't just something that looks pretty at the top of a letter or on an advert. Our brandmark is the very essence of our business. It's what the public see and associate with on a daily basis, so using it consistently and correctly is very important and ensures customers can make quick, confident, and safe decisions when they see it.

- OUR LOGOS -



When using our logo, ensure you are using the correct version with the 'R' icon beside it. This icon means that our trademark has been registered with UKIPO. This denotes legal ownership of our name and logo and means that by law, no one else can use it.

- PRIMARY BRANDMARK -



- SECONDARY BRANDMARK -



- ELEMENTS ON A LIGHT BACKGROUND -



Primary



Secondary



Icon



- ELEMENTS ON A DARK BACKGROUND -



Primary



Secondary



Icon

- INCORRECT USE OF OUR LOGO -



Do not alter the size of the elements.



Do not rotate the logo.



Do not change the typeface.



Do not distort or warp the logo in any way.



Do not use the text without the icon.



Do not add effects to the logo.

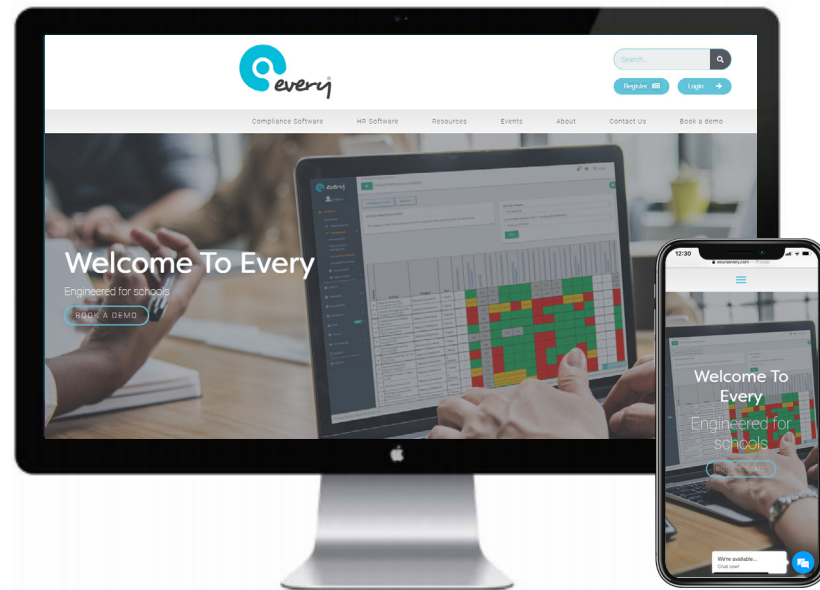


Do not use old versions of the logo.



Do not change the colours of the elements.

## - OUR WEBSITE -



Our website is simple and optimises white space throughout to maintain consistency with the Every brand. The sleek and professional design of our website has been created to allow users to navigate seamlessly through each section of the site and enables them to find exactly what they are looking for at the click of a button.

When browsing through the products we offer, users can see features and benefits of a product at a glance, and if they wish to learn more about a product they can book a demo with ease.

For header images on blogs, case studies, and testimonials, this must be a 'Featured Image' rather than an image in the post itself, and all content must have the appropriate white space on either side to mirror the rest of the website.

- EXAMPLES OF GOOD IMAGERY -



The lifestyle images we use represent our brand identity and who we are as a company. Here are some examples of good stock images that you can use in various forms of communication. These images are high-quality, natural and not overly-staged or edited.

## - EXAMPLES OF BAD IMAGERY -



Here are some examples of stock images that you should not use when communicating a message from the Every brand. These images are overly-staged and look unnatural and do not represent our overall brand identity.



## - EXAMPLES OF DATA IMAGERY -



When using our 'circular' images, ensure that the data being shown in the image is artificial and that the figures do not show a higher contrast of red to green data, as this represents unrealistic school data.

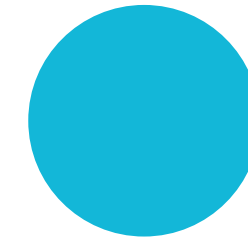


An example of a bad representation of data can be seen in the top image to the left, whereas a good example of data can be seen in the image below it, as the data shown in this image has a realistic distribution of RAG (Red, Amber and Green) data.

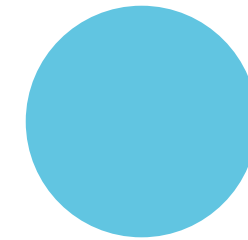
## - PRIMARY COLOUR PALETTE -

Our primary colour palette contains the core colours that should be used throughout the Every brand. Using these colours consistently and appropriately help to continually support our brand and increase its awareness. Our primary colour palette is always used in corporate communications such as our Corporate Brochure and throughout our website where we are not referring to a specific product.

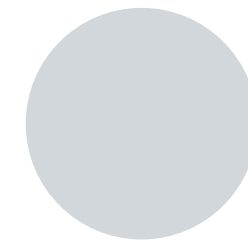
Where possible, Pantone colours should always be used.



**BLUE**  
R19 G184 B216  
C91 M15 YO K15  
#13B7D8



**LIGHT BLUE**  
R97 G197 B225  
C57 M12 YO K12  
#61C5E1

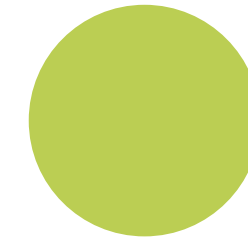


**GREY**  
R209 G215 B219  
C5 M2 YO K14  
#D1D7DB

## - SECONDARY COLOUR PALETTE -

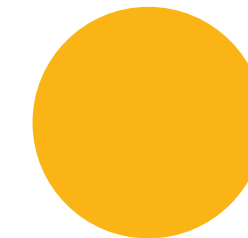
Our secondary palette complements the primary, adding energy and pacing throughout the brand structure. This palette also helps to distinguish between the products we offer, meaning customers can quickly associate a colour with a particular product.

Where possible, Pantone colours should always be used.



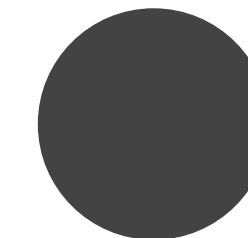
### **GREEN**

R187 G206 B82  
C34 M2 Y79 K0  
#BBCE52



### **ORANGE**

R250 G180 B22  
C0 M28 Y91 K2  
#FAB416



### **DARK GREY**

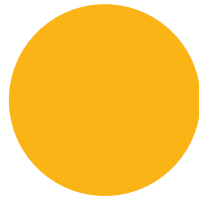
R67 G67 B67  
C0 M0 Y0 K74  
#434343



## - COLOUR ASSOCIATIONS -

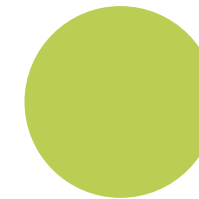
Compliance

HR



### **ORANGE**

R250 G180 B22  
C0 M28 Y91 K2  
#FAB416



### **GREEN**

R187 G206 B82  
C34 M2 Y79 K0  
#BBCE52

We associate the orange colour with our compliance products and everything to do with compliance. This could include:

- Social media posts
- Compliance brochure
- Micro-fibre cloth
- Pens
- Compliance products on the website

We associate the green colour with our HR products and everything to do with HR. This could include:

- Social media posts
- HR brochure
- Micro-fibre cloth
- Pens
- HR products on the website

## - ONE-PAGE GUIDES -



### Activity and Compliance Categories

Please see below the most frequently used categories when setting up Activities and Compliance.

This is not an exhaustive list and each school operates uniquely so please be aware you can include your own additional customised categories.



### Activity and Compliance Categories

- Asbestos
- Fire Safety
- Electrical Safety
- Water Safety
- Gas Safety
- Other Premises and Facilities Management
- Health & Safety and Risk
- Training
- IT
- Safeguarding
- Curriculum and Student Related
- HR
- Catering
- Governance and Policies

For one-page guides such as Category Guides, please ensure the front page has the newer branding with the white background. For the back page, please ensure you are using the traditional blue for the background.

## - MULTIPLE-PAGE GUIDES -



For multiple-page guides such as User Guides or Setup Guides, please adhere to the formatting pictured to the left throughout the entire document.

The front and last pages should have the primary blue colour with white text for the first line of the heading and the website address and contact number, and dark grey text for the second line of the header.

## - TYPOGRAPHY -

Typography is a crucial element of our visual identity and by using our chosen typefaces, colours and weight, we can ensure that our typography is consistent and legible across all our communication channels.

Our primary font is the 'Filson' font family. It should be used for all titles and body text across all communication channels.

Over a light background such as this one, our Dark Grey font colour should always be used. On dark backgrounds such as blue, a white font should be used rather than the Dark Grey.

If you are ever unable to use our primary fonts, please ensure you resort to our secondary font style.

### PRIMARY FONT

Filson Soft Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Filson Soft Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Filson Soft Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### SECONDARY FONT

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## - SOCIAL MEDIA -

Our Marketing team uses social media to promote our products as well as to engage those who follow us, including potential customers and relevant audiences.

Our corporate social media channels highlight our latest news on:



- Conferences we attend and/or host
- Blogs and testimonials
- New products and releases
- Relevant news articles and trending topics

Our primary social media audience includes:

- Those in software and technology
- School Business Professionals
- Trusts and academies

The tone of voice we aim to maintain across all of our social media platforms is friendly yet professional. We aim to respond promptly, and our Marketing team monitors the engagement of all of our accounts during standard office hours.

Every has the following accounts on social media:

LinkedIn: weareevery   
Twitter: @weareevery 



- MERCHANDISE -



Micro-fibre cloths

Light and dark coasters



Branded mug



Black cotton tote bag

- CLOTHING -



Black branded polo t-shirt



Black branded hoodie



- BROCHURES -

Corporate brochure (A4)

E-learning brochure (A5)

Compliance brochure (A5)



HR brochure (A5)

## - CONTACT US -

These brand guidelines have been created to ensure consistency is maintained across all areas of the company as well as all communication channels.

If you have any questions regarding the above guidelines, please contact [marketing@weareevery.com](mailto:marketing@weareevery.com)



every<sup>®</sup>