

Identity manual

Hive London 55 Warwick Way London SW1V 1QR England

Telephone: 020 7834 3422 Facsimile: 020 7834 3425 E-mail: info@hivelondon.co.uk www.hivelondon.co.uk

Identity manual

Introduction

II Core elements overview

Logo

- 1.1 Standard logo
- 1.2 Standard logo construction
- 1.3 Standard logo freezone
- 1.4 Alternative logo variations
- 1.5 Alternative logo freezones
- 1.6 Logo sizes
- 1.7 Logo colours
- 1.8 Logo positioning
- 1.9 Logo and text

Colours

- 2.1 Colours for logo and typefaces
- 2.2 Logo colour variations

Typefaces

- 3.1 Authorised typefaces
- 3.2 Heading hierarchy
- 3.3 Address hierarchy
- 3.4 Body copy

Imagery

- 4.1 Image use
- 4.2 Images and logo
- 4.3 Hair and beauty images

Introduction



colour palette

This identity manual outlines how to apply the Hive London identity in the correct and originally intended way.

It is important that everyone involved with the brand is familiar with these guidelines and uses them consistently in every aspect of communication.

The core elements make the Hive London brand instantly recognisable. They create the basis for the visual identity applied to all media and elements of communication.



Helvetica Neue CE 75 Bold

Helvetica Neue Light

typefaces

These elements are:

- —logo
- -typefaces
- -colour palette

Logo

The Hive London logo must be clearly visible wherever it is used. It is essential that the logo is used correctly and consistently in all media of communication. It must never be redrawn, modified or enclosed in a box or frame. The logo should be applied in the authorised colour palette, in black and white or specified monochrome colours. It should never be reproduced in any other colour.

When the name 'Hive London' is used in addition to the logo, it should be written in lowercase with initial capitals, i.e. Hive London.

Variations in the use of the logo will undermine the impact and consistency of the brand.

Please avoid to:

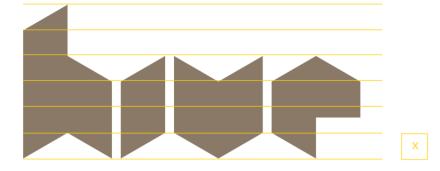
- alter the proportions of the logo
- reproduce the logo in any colours other than the authorised colour palette
- add effects to the logo, e.g. shading or outlines
- enclose the logo in a box or frame

1.1 Standard logo

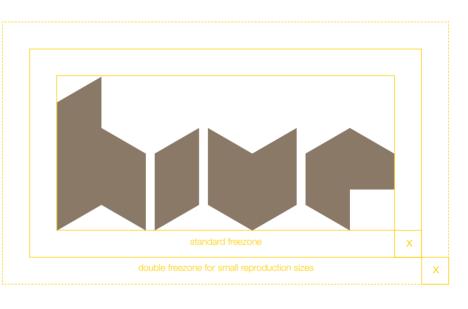


This is the standard logo of Hive London. It should be used for all applications.

1.2 Standard logo construction



The Hive London logo is based on a hexagon shape. The height of the logo can be divided into six equal units. 1.3 Standard logo freezone

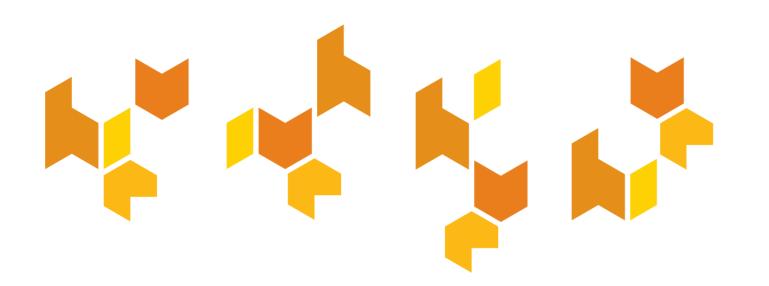


Whenever the Hive London logo is used close to text or images, a freezone (or area of isolation) should be kept around the logo.

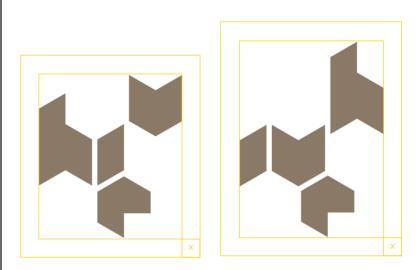
A certain amount of space around the logo enhances its appearance and visibility.

The minimum freezone equals one sixth of the height of the character 'h'. In smaller sizes a double freezone should be used around the logo.

1.4 Alternative logo variations



Beside the standard logo there are four alternative logo variations with a more decorative character. They should be used when readability is not a priority. 1.5 Alternative logo freezones

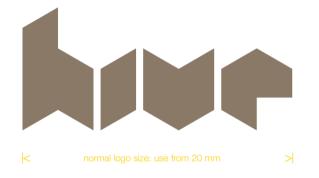


An equally constructed freezone should be applied to the alternative logo variations.



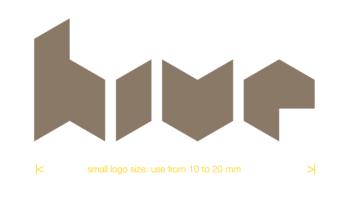


1.6 Logo sizes



When the logo is reproduced very small, the spaces between the letters could appear too tight. For this reason two variations of the logo are available.

This is the regular spaced logo. It is used in sizes from 20 mm width onwards.



The small logo size has wider spaces for better readability. This version of the logo should be used in sizes from 10 mm to 20 mm.

The logo should not be used smaller than 10 mm.

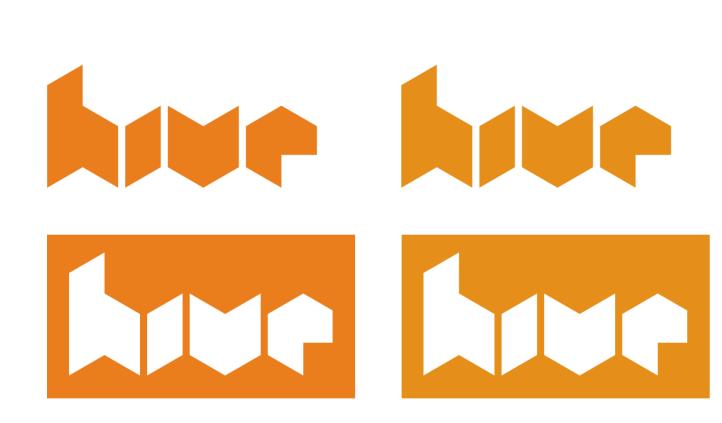
1.7 Logo colours

This are the standard colours of the Hive London logo. It is recommended to use it whenever possible in the specified colours on a white background. If it is not possible to reproduce the logo in the standard colours it can be used in a monochrome colour.

For facsimile or photocopies the logo can be used in black on a white background.



On images or other backgrounds the negative version of the logo can be used.

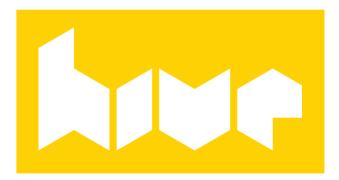


If it is not possible to print the logo in the specified four colours, only one of those colours could be used instead.

















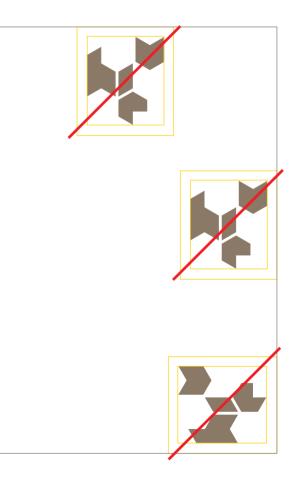
The preferred position of the logo is in any of the four corners of a layout.

The logo should always be positioned considering the specified freezone.









1.9 Logo and text

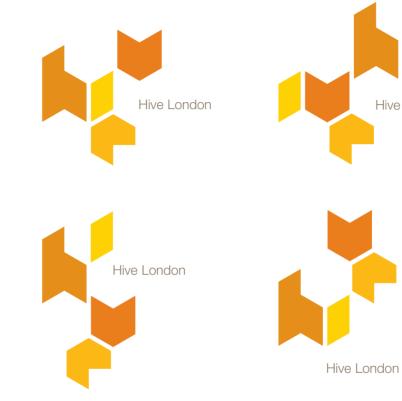


Hive London

55 Warwick Way London SW1V 1QR England

Telephone: 020 7834 3422 Facsimile: 020 7834 3425 E-mail: info@hivelondon.co.uk www.hivelondon.co.uk

The standard logo should be used on its own or in combination with the address. It should not be directly combined with the name 'Hive London'.



The alternative, more illustrative logo can be used in connection with the added 'Hive London' for a better understanding of the name. The name should be used with a considerable space to the logo.



Hive London



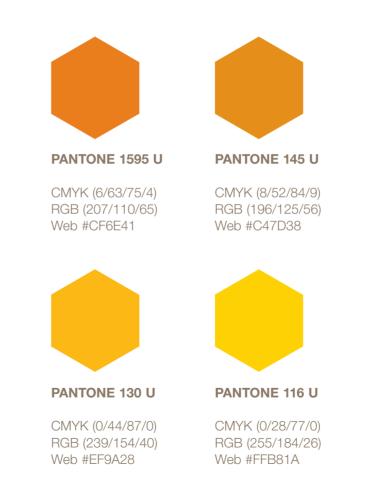
Colours

Colour is an integral part of the Hive London brand. The logo should always appear in an authorised colour palette. Users must identify which colour should be used for which application. The palette presents a consistent and recognisable image across all media of communication.

Text should be printed in PANTONE Warm Grey 10 U. For laser printers and fax sheets black is recommended. The selected colours can also be used as a solid background, for headlines and subheadings or as an accent colour to highlight important parts of a text.

If it is not possible to print the logo in a 4 colour process or as individual PANTONE colours it is recommended to use the logo in the specified monochrome colour.

2.1 Colours for logo and typefaces





PANTONE Warm Gray 10 U

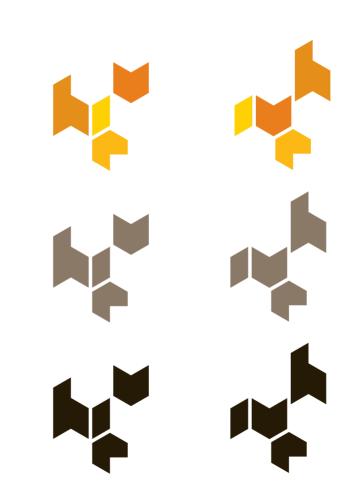
CMYK (50/46/44/3) RGB (133/122/114) Web #857A72



PANTONE Black U

CMYK (75/68/67/90) RGB (0/0/0) Web #000000 2.2 Logo colour variations

This are the standard colours of the Hive London logo. Use the coloured version whenever possible on a white background. The alternative logo versions can be used in the same way. Either in colour, monochrome or in black and white.







Typefaces

It is recommended to use the Helvetica Neue family for all printed matter. Helvetica Neue is a functional and widely available font. Within the Helvetica Neue family, two weights can be used: Helvetica Neue Light and Helvetica Neue Bold.

When Hive London appears in a text, it should be written in lowercase with initial capitals, i.e. Hive London.

Small variations in the use of the typeface will undermine the impact and consistency of the brand.

Please avoid to:

- -alter the proportions of the typeface
- reproduce the typeface in any colours other than the authorised colour palette
- -add effects to the typeface, e.g. shading or outlines
- -use different weights other than light or bold

3.1 Authorised typefaces

Helvetica Neue Light

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789.,/!^*

The typeface of Hive London is Helvetica Neue.

Helvetica Neue should be used in all Hive London communications. No other typeface-family should be used. Helvetica Neue replaces all previously issued version of typefaces (Arial, Helvetica), which should no longer be used. Helvetica Neue CE 75 Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789.,/!^*

For text two standard weights can be used: Helvetica Neue Light for normal text and Helvetica Neue CE 75 Bold for titles.

Use real ligatures and for distinction Helvetica Neue Light Oblique.

Main heading **Support heading**

Support heading 2

Support heading 3

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliguam erat volutpat.

Support heading 4

Nam liber tempor cum soluta nobis eleifend option conque nihil imperdiet doming id quod mazim placerat facer possim assum et iusto odio dignissim gui blandit praesent luptatum zzril delenit velit esse molestie conseguat, augue duis dolore te feugait nulla facilisi.

Support heading 5: Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Heading Lorem ipsum dolor sit amet, consectetuer elit.

Heading Lorem ipsum dolor sit amet, consectetuer elit.

Head Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Always assess the information you are working with and establish a clear and logical hierarchy of information. Above is an example of how emphasis is given through the use of contrasting weight, colour and /or typesize.

The number of type sizes and weights used within a document should be kept to a minimum. headings and support headings should always have initial capitals in the first word.

3.3 Address hirarchy

Hive London

55 Warwick Wav London SW1V 1QR England

Telephone: 020 7834 3422 Mobile: 07712 345 678 Facsimile: 020 7834 3425 E-mail: dorees@hivelondon.co.uk www.hivelondon.co.uk

Hive London

55 Warwick Way London SW1V 1QR

Telephone: 020 7834 3422 Mobile: 07712 345 678 Facsimile: 020 7834 3425 E-mail: dorees@hivelondon.co.uk www.hivelondon.co.uk

Hive London

Hive London

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliguam erat volutpat. Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna. Et iusto odio dignissim qui blandit praesent. Luptatum zzril delenit auque duis dolore te feugait nulla facilisi.

- 1 lobortis nisl 2 aliquip ex ea commodo 3 autem vel eum iriure 10 dolor in hendrerit 11 vulputate velit
- For standard text use Helvetica Neue Light in 10 point size and with a 12.5 point line spacing. Do not use indents and not more than 12 words per line.

On formats over DIN-A4 standard text can be set in Helvetica Light 14 point with a 17 point line spacing. —auis nostrud

-exerci tation

Nonummy

--- ullamcorper suscipit

Augue Price £00.00 Price £00.00 Price £00.00 Price £00.00 Imperdiet Price £00.00 Price £00.00 Price £00.00 Price £00.00 Eleifend Price £00.00 Price £00.00 Price £00.00 Price £00.00	Imperdiet	Price £ 00.00	Price £00.00	Price £ 00.00
--	-----------	---------------	--------------	---------------

Nihil imperdiet domina

For technical information use Helvetica Neue Light in 7 point size with a 8.5 point line spacing.

Nam liber tempor cum solu-Duis autem vel eum iriure dolor in hendrerit in vulputate valit esse ta nobis eleifend option conque nihil imperdiet domeu feugiat nulla faglisis at vero et ing id guod mazim placerat facer possim assum. augue duis dolore te feugait nulla facilisi. Duis autem vel euro iriure dolor in henererit Lorem ipsum dolor sit amet, conin vulputate velitiesse molestie sectetuer adipiscing elit, sed diam consequat. vel illum dolore eu f eugiat nulla laoreet dolore magna aliguam erat facilisis am, quis nostrud exerci tation. et accu et iusto dignissim

Avoid using justified text, centred text or text set flush left.

Please make sure the line spacing is Not too tight and not too wide.

molestie conseguat. vel illum dolore accumsan et ius o odio dignissim qui blandit praesent luptatum zzril delenit

nonummy nibh euismod tincidunt ut volutpat. Ut visi enim ad minim veni-

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie illum dolore eu feugiat eu.

Consequat, vel illum golore eu feugiat nulla facilisis at vero et zzril delenit accumsan delenit auque duis dolore te feugait pulla facilisi.

Et iusto ono dignissim qui zzril delenit blangit praesentdelenit augue duis dolge te feugait nulla facilisi. Luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Avoid using indents. Please use empty lines insted.

Imagery

magery is an important part of Hive London. Whenever mages are used in connection with the logo or other graphic elements, they should support each other and work in combination.

All photography used should always be:

- -relevant to the message
- -strong, sensitive and dynamic
- -an honest representation
- professional and of high quality
- applied confidently

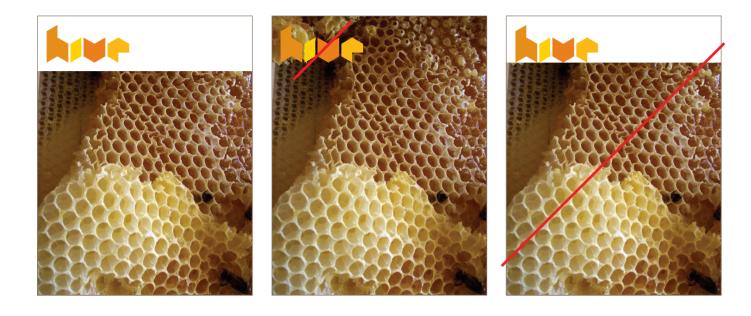
4.1 Image use





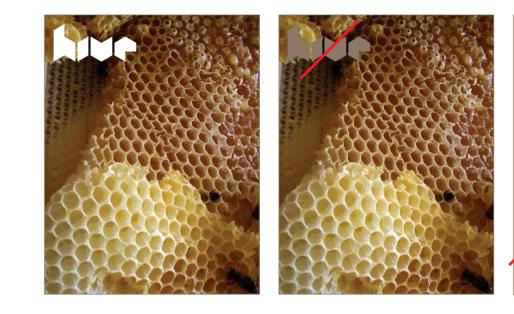


Images can be used to fill the whole page, or just cover a small area of the format. It is recommended that larger images always go to the edges of a format. 4.2 Images and logo



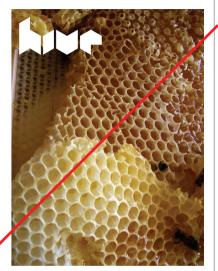
Whenever possible the colour version of the logo should be used on a a white background considering the specified freezone.

Do not use the coloured logo on colour images.



Whenever the logo is used on images it should appear in white. Please make sure that the part of the image around the logo provides enough contrast and is not too light.

Large images should never be used with margins and always bleed to the edges of the format.





Hair and beauty images in a smaller size can either be used in colour or in greyscale. The should not be reproduced in any of the logo colours or as duotones.



Please do not use several small images as a mosaic or collage. Choose fewer images and use them within a clearly visible grid structure.



Support:

Mind Design Unit 207, 24–28 Hatton Wall London EC1N 8JH

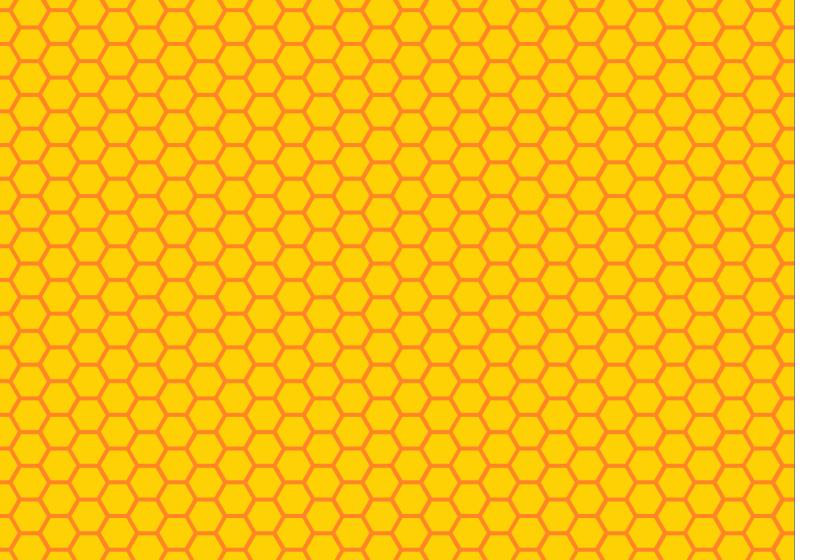
Telephone: +44 (0)20 7242 0340 E-Mail: info@minddesign.co.uk www.minddesign.co.uk

© 2006 Concept and design by Mind Design For support and queries

please contact Mind Design







Application manual

Hive London 55 Warwick Way London SW1V 1QR England Telephone: 020 7834 3422 Facsimile: 020 7834 3425 E-mail: info@hivelondon.co.uk www.hivelondon.co.uk

Application

Stationery

- 5.1 Business card
- 5.2 Letterhead
- 5.3 Letterhead guidelines
- 5.4 DL envelope
- 5.5 Compliment slip
- 5.6 Faxsheet and guidelines
- 5.7 Hive set
- 5.8 Hive set envelope

Promotional

- 6.1 Bag
- 6.2 Comb
- 6.3 Honey candy
- 6.4 Umbrella
- 6.5 Car signage
- 6.6 Adverts
- 6.7 Badges
- 6.8 Homepage

Retail

- 7.1 Signage
- 7.2 A-board
- 7.3 Shop front
- 7.4 Awning
- 7.5 Shop counter
- 7.6 3d logo
- 7.7 Jar and bottles
- 7.8 Cape and apron

Stationery

Stationary is an important part of the visual identity of Hive London. It includes business cards, letterhead and compliment slip with a matching DL envelope and a fax sheet. The construction drawings in this manual explain how to set up letters and fax sheets using the stationary correctly.

An extension of the regular stationary is the 'Hive Set'. It has been designed as a practical and promotional item which provides all necessary information for the customer. The Photographs, which can be torn of, should show images of the shop and the Hive London atmosphere. The format is small and intended as a give-away that can fit into any handbag. On all stationary the standard logo should be used. The only exception is the Hive set envelope which uses the one of the more illustrative logo variations which emphasises the special character of the Hive set.

For all stationary a slightly grey uncoated paper of at least 100 g/m² should be used. If possible the paper should always be recycled.

Dorees Detel

Hive London 55 Warwick Way London SW1V 1QR England Telephone: 020 7834 3422 Mobile: 07712 345 678 Facsimile: 020 7834 3425 E-mail: dorees@hivelondon.co.uk www.hivelondon.co.uk



This is the standard business card for all Hive London employees. If possible no job titles should be used but different people could use different colours for the text and the back of the card.

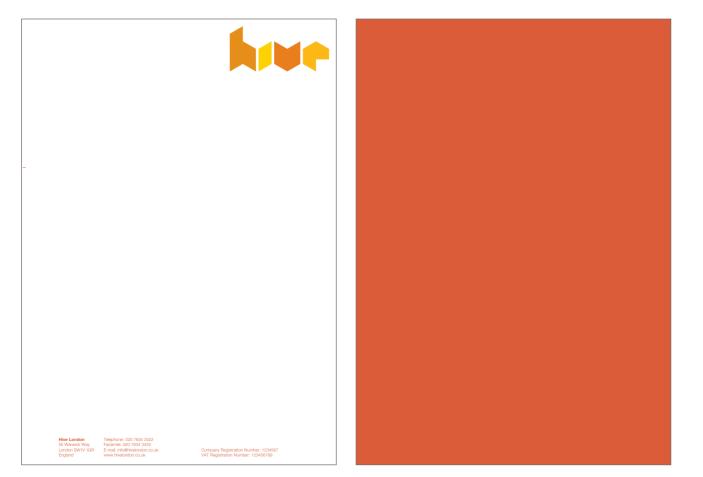
The name and surname is set in 10 point Helcetica Neue Bold. For the address and all other information 7 point Helcetica Neue Light with a 8.5 point line spacing is used.



All business cards should clearly state the company address, the telephone and fax number and the website url. The e-mail address should be individual for each employee and a mobile number can be added. No indents or empty lines should be used.

Further addresses of other branches could not be added in white on the back of the business card.

5.2 Letterhead



5.3 Letterhead guidelines

20 mm	option for envelopes with window
V	
	Addresse's Name Titel Company or Office Name Street and Number DN, Postal Code Country
	Day/Month/Year
- 25 < mm >	< 140 mm >< 40 mm
	Salutation Lorem ipsum dolor sit amet, consecteture adjescing elt, sed diam nonummy nith euismod incidunt ut lacreet dolore magna aliquam eral volutgat. Ut wisi enim ad minim veniam, gais nostrud exerci tation ullamcorper suscept lobortis risi ut aliquip ex ea commodo consequat. Duis autem vel eum iture dolor in hendrerti nu vuputate velit esse molestie consequat, wi lium dolore ou flegata rulla facilisis at veo or a courmane el tuato dol dignismi gui bandti praesent luptatum zzri delenit augue duis dolore te feugati nulla facilisi. Lorem gais nostrud exerci tation ullamcorper suscept lobortis risi ut aliquip ex ea commodo bandti praesent luptatum zzri delenit augue duis dolore te feugati nulla facilisi. Lorem gais nostrud exerci tation ullamcorper suscept lobortis risi ut aliquip ex ea commodo consequat. Duis autem vel eum iture dolor in hendrerti nu vuputate velit esse molestie consequat, el lium dolore en teggiat nulla facilisi at vero et acummane fi tuatore dolore osceneguat. Duis autem vel eum iture dolor in hendrerti nu vuputate velit esse molestie consequat, el lium dolore en teggiat nulla facilisi at vero et acummane ti tuato dolo dignissim qui blandt praesent luptatum zzri delenit augue quis dolore te feugat nulla facilisi. Nam liber tempor cum soluta nobis elefienc option congue nihi imperdiet doming id guod mazim placent facer possim assum. Complimentary close,
	Name of Sender Title of Sender Initials co:
25 mm >	Nive London Telephone: 020 7854 3422 Si Wanvick Wity Telephone: 020 7854 3425 London SWW 10R F-mile: 1000/Heidon.co.u.k Dompson y Registration Number: 1234567 Signal Www.hivelondon.co.u.k VAT Registration Number: 12345678

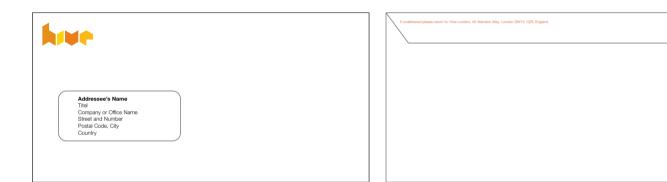
All letters fold into three parts and should be typed in a consistent way using the provided word template.

All text of the letter aligns flush left with the address information below. Use 10 point Helvetica Neue Light with 12.5 point line spacing and Helvetica Neue CE 75 Bold for all typed information.

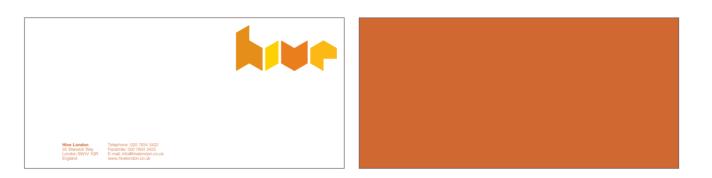
The first line of text in the letter starts 5 cm from top. Between the address and the date two spaces should be used. The position of the date can change according to the length of the recipient's address.

The subject usually appears five spaces below the date in Helvetica Neue CE 75 Bold. In case the address is very short make sure that the subject is not higher than the folding line of the letter. The salutation follows with one empty space after the subject. The body text of the letter begins two spaces below the salutation using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 14 cm.

A double space separates the body text of the letter from the complimentary close, with three spaces to the name of the sender. 5.4 DL envelope



Using DL-envelopes saves time as the address of the recipient can be typed directly in the letter.



Compliment slips can be used for handwritten notes and greetings. They can be sent using the DL envelopes.

5.6 Faxsheet and guidelines

On the fax sheet the logo and all text should be black. No grey tones or monochrome colours should be used.

Hive London	Telephone: 020 7834 3422
55 Warwick Way	Facsimile: 020 7834 3425
London SW1V 1QR England	E-mail: info@hivelondon.co.uk www.hivelondon.co.uk

Company Registration Number: 1234567 VAT Registration Number: 123456789

hree

E							ΥI		
8									
0									
Q						•		•	
V	Facsimile								
	To:	Company or Office							
		Street and Number City, Postal Code							
		Country							
	FAO:	Adressee's Name							
	Fax No.:	020 1234 5678							
	No. of pages:	1							
		Day/Month/Year							
, 25 .			140	mm				40 m	m
` mm 1	~		140				><	40 11	
	Subject								
	< 6	7.5 mm	>		67.5		>		
	Salutation								
		r sit amet, consectet							
		t dolore magna aliqui ci tation ullamcorper							
	quis nostrua exerc								
	conconust		Suscipi						
	consequat.		Suscipi						
		m iriure dolor in hen					ouat.		
	Duis autem vel eu vel illum dolore eu	m iriure dolor in hen u feugiat nulla facilis	idrerit in	vulputate o et accu	velit esse mol msan et iusto	estie consec odio dignis	sim qui		
	Duis autem vel eu vel illum dolore eu blandit praesent lu	m iriure dolor in hen u feugiat nulla facilis uptatum zzril delenit	idrerit in iis at ver augue c	vulputate o et accu luis dolore	velit esse mol nsan et iusto te feugait nul	estie consec odio dignis: la facilisi. Lo	sim qui rem		
	Duis autem vel eu vel illum dolore eu blandit praesent lu ipsum dolor sit am	m iriure dolor in hen u feugiat nulla facilis uptatum zzril delenit net, consectetuer ad	idrerit in is at ver augue d lipiscing	vulputate o et accu luis dolore elit, sed d	velit esse mol nsan et iusto te feugait nul iam nonumm	estie conseq odio dignis la facilisi. Lo / nibh euism	sim qui rem od		
	Duis autem vel eu vel illum dolore eu blandit praesent lu Ipsum dolor sit am tincidunt ut laoree	m iriure dolor in hen u feugiat nulla facilis uptatum zzril delenit net, consectetuer ad at dolore magna alic	idrerit in sis at ver augue c fipiscing quam en	vulputate o et accu luis dolore elit, sed d at volutpat	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim	estie consec odio dignis: la facilisi. Lo / nibh euism 1 ad minim v	sim qui rem od veniam,		
	Duis autem vel eu vel illum dolore eu blandit praesent lu psum dolor sit am tincidunt ut laoree quis nostrud exerc	m iriure dolor in hen u feugiat nulla facilis uptatum zzril delenit net, consectetuer ad	idrerit in sis at ver augue c fipiscing quam en	vulputate o et accu luis dolore elit, sed d at volutpat	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim	estie consec odio dignis: la facilisi. Lo / nibh euism 1 ad minim v	sim qui rem od veniam,		
	Duis autem vel eu vel illum dolore eu blandit praesent lu Ipsum dolor sit am tincidunt ut laoree	m iriure dolor in hen u feugiat nulla facilis uptatum zzril delenit net, consectetuer ad at dolore magna alic	idrerit in sis at ver augue c fipiscing quam en	vulputate o et accu luis dolore elit, sed d at volutpat	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim	estie consec odio dignis: la facilisi. Lo / nibh euism 1 ad minim v	sim qui rem od veniam,		
	Duis autem vel eu vel illum dolore eu blandit praesent lu jpsum dolor sit am tincidunt ut laoree quis nostrud exerc consequat.	m iriure dolor in hen u feugiat nulla facilis uptatum zzril delenit net, consectetuer ad at dolore magna alli ci tation ullamcorper	idrerit in sis at ver augue c dipiscing quam en r suscipi	vulputate o et accu luis dolore elit, sed d at volutpat lobortis n	velit esse mol nsan et iusto te feugait nul iam nonumm . Ut wisi enim isl ut aliquip e	estie consec odio dignis: la facilisi. Lo y nibh euism a ad minim v x ea commo	sim qui rem od veniam, odo		
	Duis autem vel eu vel illum dolore eu blandit praesent lu jpsum dolor sit am tincidunt ut laoree quis nostrud exerc consequat. Duis autem vel eu	m iriure dolor in hen u feugiat nulla facilis uptatum zzril delenit net, consectetuer ad t dolore magna alic ci tation ullamcorper m iriure dolor in hen	ndrerit in sis at ver augue c dipiscing quam er suscipi ndrerit in	vulputate o et accu luis dolore elit, sed d t volutpat lobortis n vulputate	velit esse mol msan et iusto te feugait nul iam nonummi . Ut wisi enim isl ut aliquip e velit esse mol	estie consec odio dignis: la facilisi. Lo y nibh euism a ad minim v x ea commo	sim qui rem od veniam, odo quat,		
	Duis autem vel eu vel illum dolore eu blandit praesent lu psum dolor sit am tincidunt ut laoree quis nostrud exero consequat. Duis autem vel eu vel illum dolore eu	m iriure dolor in hen u feugiat nulla facilis uptatum zzril delenit net, consectetuer ad at dolore magna alli ci tation ullamcorper	ndrerit in sis at ver augue c dipiscing quam en suscipi ndrerit in is at ver	vulputate o et accu luis dolore elit, sed d t volutpat lobortis n vulputate o et accun	velit esse mol nsan et iusto te feugait nul iam nonumm . Ut wisi enim isl ut aliquip e velit esse mol nsan et iusto	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi	sim qui rem od veniam, odo quat,		
	Duis autem vel eu vel illum dolore eu blandit praesent lu psum dolor sit am tincidunt ut laoree guis nostruid exer consequat. Duis autem vel eu vel illum dolore eu blandit praesent lu	m inure dolor in hen u feugiat nulla facilis uptatum zzril delenit net, consectetuer ad at dolore magna alic ci tation ullamcorper m inure dolor in hen u feugiat nulla facilis uptatum zzril delenit	ndrerit in sis at ver augue o dipiscing quam en suscipi ndrerit in is at ver augue o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore eu blandit praesent lu psum dolor sit am tincidunt ut laoree quis nostrud exerc consequat. Duis autem vel eu vel illum dolore eu blandit praesent lu Nam liber tempor	m iriure dolor in hen i feugiat nulla facilis uptatum zzril delenit net, consectetuer ad at dolore magna alic ci tation ullarnocorper m iriure dolor in hen i feugiat nulla facilis uptatum zzril delenit cum soluta nobis el	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore eu blandit praesent lu psum dolor sit am tincidunt ut laoree quis nostrud exerc consequat. Duis autem vel eu vel illum dolore eu blandit praesent lu Nam liber tempor	m inure dolor in hen u feugiat nulla facilis uptatum zzril delenit net, consectetuer ad at dolore magna alic ci tation ullamcorper m inure dolor in hen u feugiat nulla facilis uptatum zzril delenit	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore eu blandit praesent lu psum dolor sit am tincidunt ut laoree quis nostrud exerc consequat. Duis autem vel eu vel illum dolore eu blandit praesent lu Nam liber tempor	m iriure dolor in hen i feugiat nulla facilis uptatum zzril delenit net, consectetuer ad at dolore magna alic ci tation ullarnocorper m iriure dolor in hen i feugiat nulla facilis uptatum zzril delenit cum soluta nobis el	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore eu blandit praesent lu psum dolor sit am tincidunt ut laoree quis nostrud exerc consequat. Duis autem vel eu vel illum dolore eu blandit praesent lu Nam liber tempor	m iriure dolor in hen u feugiat nulla facilis aptatum zeri delenti net, consecteture at t dolore magna ali ci tation ullamcorper im iriure dolor in hen i feugiat nulla facilis iuptatum zeril delenti cum soluta nobis el rart facer possim as	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore eu blandt praesent lu josum dolor sit an tincidunt ut laore quis nostrud exerc consequat. Duis autem vel eu vel illum dolore eu blandt praesent lu Nam liber tempor quod mazim place	m iriure dolor in hen u feugiat nulla facilis aptatum zeri delenti net, consecteture at t dolore magna ali ci tation ullamcorper im iriure dolor in hen i feugiat nulla facilis iuptatum zeril delenti cum soluta nobis el rart facer possim as	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore eu blandt praesent lu josum dolor sit an tincidunt ut laore quis nostrud exerc consequat. Duis autem vel eu vel illum dolore eu blandt praesent lu Nam liber tempor quod mazim place	m iriure dolor in hen u feugiat nulla facilis aptatum zeri delenti net, consecteture at t dolore magna ali ci tation ullamcorper im iriure dolor in hen i feugiat nulla facilis iuptatum zeril delenti cum soluta nobis el rart facer possim as	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore eu plandt præsent lu psum dolor st ar tincidunt ut laoree guls nostrud exer consequal. Duis autem vel eu vel illum dölore eu blandt præsent lu Nam liber tempor quod mazim place Complimentary ok	m iriure dolor in hen u feugiat nulla facilis aptatum zeri delenti net, consecteture at t dolore magna ali ci tation ullamcorper im iriure dolor in hen i feugiat nulla facilis iuptatum zeril delenti cum soluta nobis el rart facer possim as	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore eu blandt praesent li psum dolor sit ar incidunt ut ar eu ta sortud exerconsequat. Duis autem vel eu vel illum dolore eu blandt praesent lu Nam liber tempor quod mazim place Complimentary ck Name of Sender	m iriure dolor in hen u feugiat nulla facilis aptatum zeri delenti net, consecteture at t dolore magna ali ci tation ullamcorper im iriure dolor in hen i feugiat nulla facilis iuptatum zeril delenti cum soluta nobis el rart facer possim as	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore eu plandt præsent lu psum dolor st ar tincidunt ut laoree guls nostrud exer consequal. Duis autem vel eu vel illum dölore eu blandt præsent lu Nam liber tempor quod mazim place Complimentary ok	m iriure dolor in hen u feugiat nulla facilis aptatum zeri delenti net, consecteture at t dolore magna ali ci tation ullamcorper im iriure dolor in hen i feugiat nulla facilis iuptatum zeril delenti cum soluta nobis el rart facer possim as	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore eu blandt praesent li psum dolor sit ar incidunt ut ar eu ta sortud exerconsequat. Duis autem vel eu vel illum dolore eu blandt praesent lu Nam liber tempor quod mazim place Complimentary ck Name of Sender	m iriure dolor in hen u feugiat nulla facilis aptatum zeri delenti net, consecteture at t dolore magna ali ci tation ullamcorper im iriure dolor in hen i feugiat nulla facilis iuptatum zeril delenti cum soluta nobis el rart facer possim as	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore eu blandt præsent li psum dolor sit at incidunt ut aver consequat. Duis autem vel eu vel illum dolore eu blandt præsent lu Nam liber tempor quod mazim place Complimentary ek Name of Sender Title of Sender	m iriure dolor in hen u feugiat nulla facilis aptatum zeri delenti net, consecteture at t dolore magna ali ci tation ullamcorper im iriure dolor in hen i feugiat nulla facilis iuptatum zeril delenti cum soluta nobis el rart facer possim as	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore au blandt præsent li ipsum dolor sit am incidunt ut laoree quis nostrud ever vel illum dolore au blandt præsent li Nam liber tempor quid mazim place Complimentary ck Name of Sender Title of Sender Initials	m iriure dolor in hen u feugiat nulla facilis aptatum zeri delenti net, consecteture at t dolore magna ali ci tation ullamcorper im iriure dolor in hen i feugiat nulla facilis iuptatum zeril delenti cum soluta nobis el rart facer possim as	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
	Duis autem vel eu vel illum dolore au blandt præsent li ipsum dolor sit am incidunt ut laoree quis nostrud ever vel illum dolore au blandt præsent li Nam liber tempor quid mazim place Complimentary ck Name of Sender Title of Sender Initials	m iriure dolor in hen u feugiat nulla facilis aptatum zeri delenti net, consecteture at t dolore magna ali ci tation ullamcorper im iriure dolor in hen i feugiat nulla facilis iuptatum zeril delenti cum soluta nobis el rart facer possim as	idrerit in sis at ver augue o dipiscing quam en suscipi suscipi drerit in is at ver augue o leifend o	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
E	Duis autem vel eu vel illum dolore eu blandt praesent lu psum dolor sit am tincidunt ut ant incidunt ut autom Duis autem vel eu vel illum dolore eu blandt praesent lu Nam liber tempor quod mazim place Complimentary ck Name of Sender Title of Sender Initials cc:	m iriure dolor in kan u fougiat nulla facilis uptatum zzril delenit et, consectetuer ad t dolore magna alia ci tation ulamcorper m iriure dolor in hen jougiat nulla facilis uptatum zzril delenit cum soluta nobis el arat facer possim as ose,	ndrerit in is at ver augue c juam er s suscipi ndrerit in is at ver augue c eilfend o sum.	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et iusto te feugait nul am nonumm . Ut wisi enim isi ut aliquip e velit esse mol nsan et iusto te feugait nul	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem od veniam, odo quat, im qui		
mm	Duis autem vel eu vel illum dolore au blandt præsent li ipsum dolor sit am incidunt ut laore quis nostrud ever consequat. Duis autem vel eu vel illum dolore au blandt præsent li Nam liber tempor quod mazim place Complimentary ck Name of Sender Title of Sender Initials cc:	m iriure dolor in hen u feugiat nulla facilis uptatum zzril delenit et, consectetuer aci et dolore magna alici ci tation ulamcorper m iriure dolor in hen feugiat nulla facilis uptatum zzril delenit cum soluta nobis el arat facer possim as ose,	drerit in is at ver suscipi drerit in is at ver augue c eilfend o sum.	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol nsan et lusto te feugait nui am nonumm . Ut wisi enim isl ut aliquip e velit esse mol san et lusto te feugait nui ue nihil imper	estie consec odio dignisi la facilisi. Lo r nibh eusism i ad minim v x ea commo estie consec odio dignissi la facilisi. diet doming	sim qui iod iod aniam, do quat, im qui id		
5 mm	Duis autem vel eu vel illum dolore au blandt præsent li ipsum dolor sit am incidunt ut laoree quis nostrud exer consequat. Duis autem vel eu vel illum dolore eu blandt præsent li Nam liber tempor quod mazim place Complimentary ok Name of Sender Title of Sender Initials cc:	m iriure dolor in ken i feugiat nulla facilis uptatum zzri delenti et, consectetuer ad t dolore magna alici t ataon ullanore dolor in ken i feugiat nulla facilis i ptatum zzri delenti orum soluta notem arat facer possim as ose, releptone: 002 788 4 3	drerit in is at ver suscipi drerit in is at ver augue c eilfend o sum.	vulputate o et accu uis dolore elit, sed d at volutpat lobortis n vulputate o et accun uis dolore	velit esse mol msan et iusto te feugait nui am nonumm, . Ut wisi enin si ut aliquipi e velit esse mol sisan et iusto te feugait nui ue nihil imper	estie consec odio dignisi la facilisi. Lo y nibh euism a ad minim v x ea commo estie consec odio dignissi la facilisi.	sim qui rem ood meniam, odo uuat, im qui id		

The fax sheet follows the same design as the letterhead but additionally to the recipients address the fax number and the number of pages is mentioned. The date follows directly the number of pages.





The Hive set includes all important information for customers in a attractive compact format:

- Price list

Loyalty card

- Appointment card

Business card

Beside its informative function the set communicates the atmosphere and 'feel' of Hive London through colour photographs attached to the individual cards with a perforation. The photographs can show different views of the shop interior or mood pictures such as honeycombs or hair close-ups. The set should not show individual haircuts available.

The Hive set is an important promotional tool that should be displayed on the shop counter and given to customers to take home.

5.7 Hive set

Pricelist Ladies Wash/Cut/Blowdry New Image Wash/Blowdry Short to Medium Hair: Stylist From £35.00 From £39.00 From £20.00 Senior Stylist From £40.00 From £43.00 From £24.00 Top Stylist From £45.00 From £46.00 From £24.00 From £48.00 From £52.00 From £24.00 Style Direction Long Hair: From £40.00 From £43.00 From £28.00 Stylist Senior Stylist From £45.00 From £48.00 From £30.00 Top Stylist From £48.00 From £52.00 From £32.00 From £54.00 From £58.00 From £32.00 Style Direction Price on Consultation Wedding Hair Men's Grooming Wash/Cut/Finish New Image From £25.00 From £28.00 From £28.00 From £32.00 Senior Stylist Top Stylist From £32.00 From £35.00 Style Direction From £35.00 From £38.00 Clipper Cut £12.00 Hive London Telephone: 020 7834 3422 Facsimile: 020 7834 3425 55 Warwick Way London SW1V 1QR E-mail: info@hivelondon.co.uk England www.hivelondon.co.uk

Loyalty Card

Loyalty bonus given on presentation of this card only at time of appointment.

Date Treatment

Hive London E-mail: info@hivelondon.co.uk www.hivelondon.co.uk

Appointment Your next appointment: Date: Time: Stylist: Hive London Telephone: 020 7834 3422 Facsimile: 020 7834 3425 55 Warwick Wav E-mail: info@hivelondon.co.uk London SW1V 1QR England www.hivelondon.co.uk

Pricelist



Loyalty card



Appointment

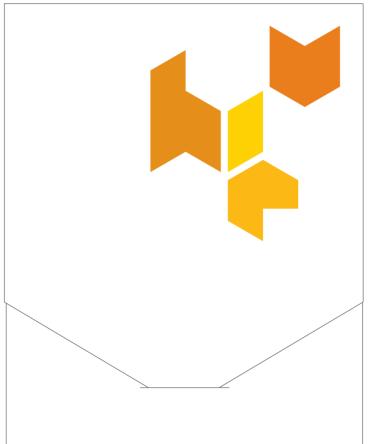


Hive London

55 Warwick Way England

Telephone: 020 7834 3422 London SW1V 1QR Facsimile: 020 7834 3425 E-mail: info@hivelondon.co.uk www.hivelondon.co.uk

5.8 Hive set envelope



The Hive set envelope shows one of the logo variations on the front and the shop address on the back. The inside uses a honey comb pattern in the corporate colours.





Promotional

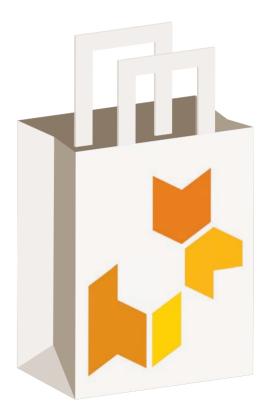
Promotional items either have a direct function, like the bags, or can be used as a marketing tool. Their purpose is to increase the public awareness of the brand.

Promotional items can be given to customers directly in the shop or sent by mail. Adverts in local newspapers or magazines can be used to recruit staff, make people aware of special offers or generally to advertise the shop and its products to potential new customers. 6.1 Bag

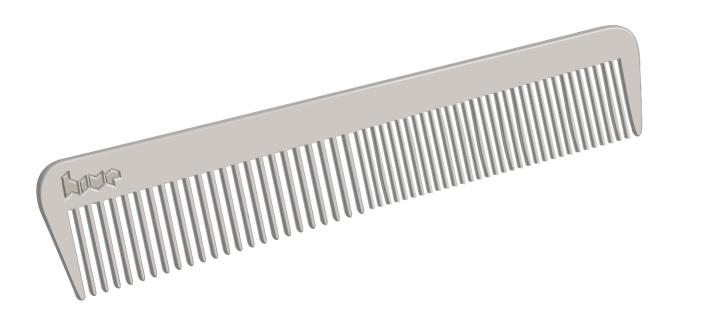


Hive London 55 Warwick Way London SW1V 1QR England

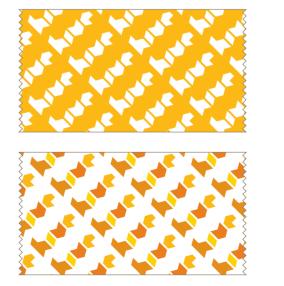
Telephone: 020 7834 3422 Facsimile: 020 7834 3425 E-mail: info@hivelondon.co.uk www.hivelondon.co.uk

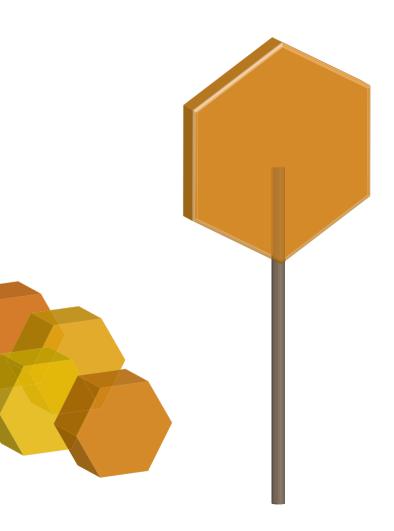


6.2 Comb



6.3 Honey candy

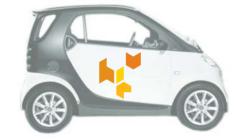




6.4 Umbrella



6.5 Car signage







We require a Stylist to work in a young and powerful team. Apply in person or call and ask for Dorees.

Hive London 55 Warwick Way London SW1V 1QR Telephone: 020 7834 3422 www.hivelondon.co.uk

35 x 60 mm



Hive London 55 Warwick Way London SW1V 1QR Telephone: 020 7834 3422 www.hivelondon.co.uk

35 x 35 mm



We require a Stylist to work in a young and powerful team.

Hive London 55 Warwick Way London SW1V 1QR Telephone: 02078343422 www.hivelondon.co.uk

35 x 50 n



New Stylists required.

Hive London 55 Warwick Way London SW1V 1QR Telephone: 02078343422 www.hivelondon.co.uk

35 x 40 mm



We require a Stylist to work in a young and powerful team. Apply in person or call and ask for Dorees.

Hive London 55 Warwick Way London SW1V 1QR Telephone: 02078343422 www.hivelondon.co.uk



75 x 55 mm



Hive London 55 Warwick Way

London SW1V 1QR Telephone: 02078343422 www.hivelondon.co.uk





We require a Stylist to work in a young and powerful team. Apply in person or call and ask for Dorees.

Hive London 55 Warwick Way London SW1V 1QR Telephone: 020 7834 3422

www.hivelondon.co.uk



75 x 50 mm

Adverts in local magazines and hair and beauty magazines are used for promotion and to recruit new staff.



We require a Stylist to work in a young and powerful team. Apply in person or call and ask for Dorees.

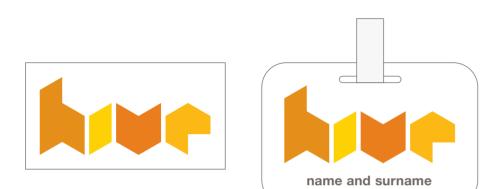
- minimum of 5 years experience
- attractive and friendly
- basic computer skills required
- attractive and friendly
- minimum of 5 years experience

Hive London 55 Warwick Way London SW1V 1QR Telephone: 020 7834 3422 www.hivelondon.co.uk

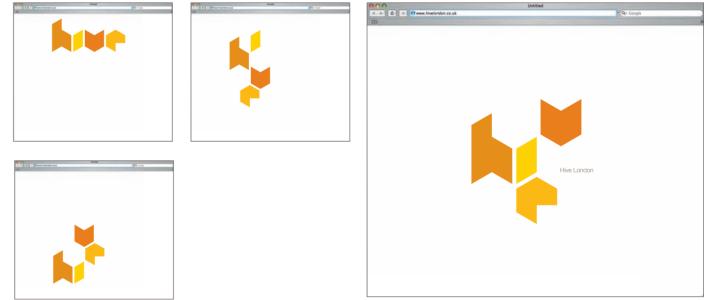


75 x 100 mm

6.7 Badges



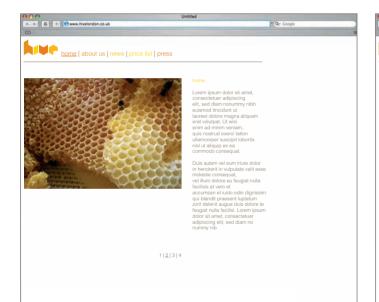
6.8 Homepage



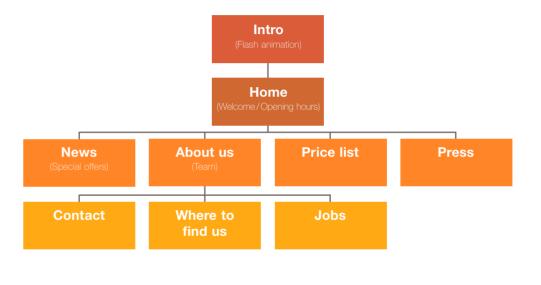


Before entering the Hive London homepage a small flash animation shows the different logo variations. It starts with the standard logo and moves to the logo variations.

After the flash animation users can click on the logo and enter the homepage.



and the second second second	Unitied	
C + O www.hivelondon.co.uk		A Q+ Coogle
home about us n		
home I about us I n	ews price list press	
	£50 £70	
lorem ipsum dolor sit arnet,	£ 20 £ 40	
adipiscing elit,	£ 40	
sed diam	£ 35 £ 55	
nonummy nibh	£ 25	
euismod tinci	£ 60 £ 80	
dunt ut laoreet	£ 10 £ 25	
dolore magna	£ 30 £ 50	
aliquam erat volutpat.	£ 20 £ 30	
lorem ipsum	£ 50 £ 50	
dolor sit amet,	£ 20 £ 20	
adipiscing elit,	£ 40 £ 40	
sed diam	£ 35 £ 35 £ 25 £ 25	
nonummy nibh euismod tinci	£ 25 £ 25 £ 60 £ 60	
dunt ut laoreet	£ 10 £ 10	
dunt di labreet	210 210	

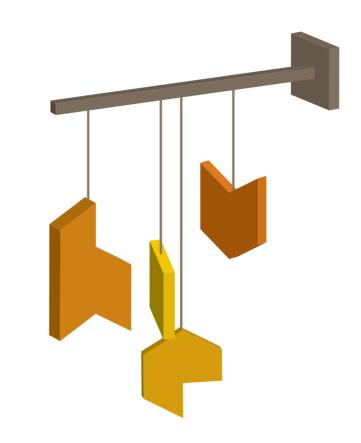


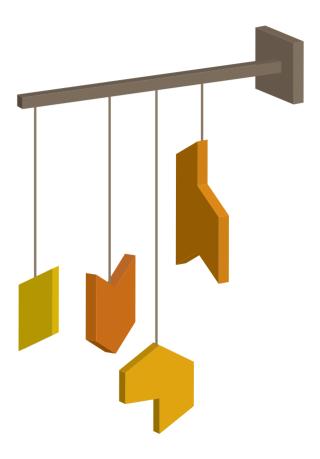
The Hive London homepage contains different sections as shown in the site map. Other features and categories can be added on at a later stage. The homepage should be updated regularly. A database of customer e-mail addresses should be kept which allows to send out a newsletter in regular intervals.

Retail

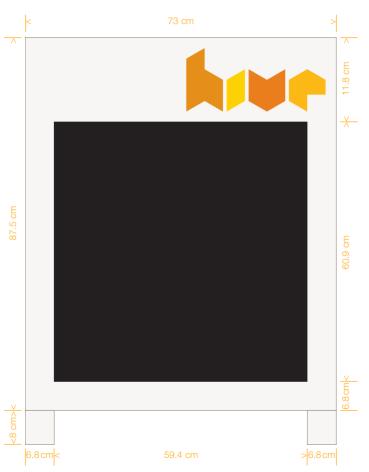
For all retail elements, especially the shop signage, it is important to consider the material in which they are produced when positioning the logo.

The images shown on the following pages are only suggestions. The signage and shop graphics can vary slightly in different locations depending on the local architecture and other requirements. However, the overall impression of Hive London shops should always be consistent. 7.1 Signage









The A-board is used to communicate special offers to walk-in customers.

7.3 Shop front



7.4 Awning



The measurements of the awning are not fixed and can change according to the location. Homepage, telephone number and logo should always be visible.

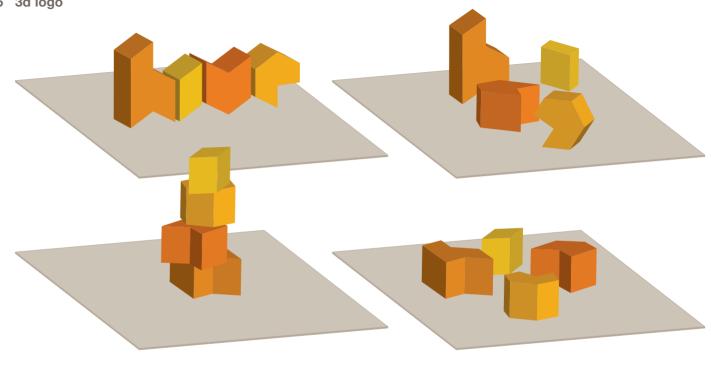




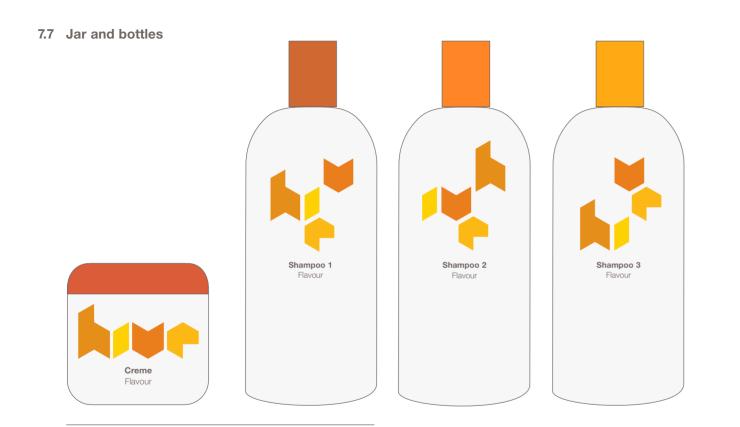
7.5 Shop counter



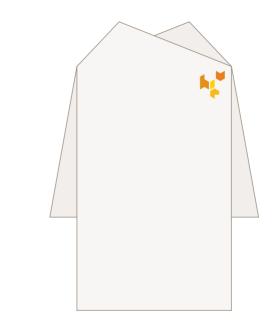
One of the alternative, more decorative versions of the logo should be on the shop counter. Different shops could use different variations of the logo here.



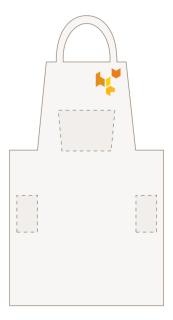
A three dimensional version of the logo made from wood and painted in the specified colour could contribute to the friendly atmosphere of the shop and provide entertainment for waiting children.



Different versions of the logo could be used on different types of products. In this way the brand is always recognizable but individual products can be distinguished from each other. 7.8 Cape and apron



The logo can be stitched onto capes and aprons. In this case one of the alternative logo versions should be used.



Support:

Mind Design Unit 207, 24–28 Hatton Wall London EC1N 8JH

Telephone: +44 (0)20 7242 0340 E-Mail: info@minddesign.co.uk www.minddesign.co.uk

© 2006 Concept and design by Mind Design For support and queries please contact Mind Design

