

P T A L

As the name implies, the identity manual contains all the design elements that determine the visual identity of the company. It is the grammar which applies to the logo, the usage of fonts, colours and structure of layouts.

Please remember to consult the identity manual when you organise or design communication material for Peter Taylor Associates Limited.

This manual was last updated on the 25/11/08.

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marks

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1.1 logo

The logo is an abbreviation of the company name. The letters PTAL are spaced according to the positions they would have if the name would be written out in full. In this respect the logo relates to architecture which is an organisation of spaces.

The logo uses an upper case sans serif font expressing stability and relating to fonts often used on architectural drawings.

Only the abbreviated version should be used as the logo. However, the logo can be accompanied by the name written out in full, usually set in a smaller type size. The name should not be used on its own without the logo.

The logo is the starting point for a system of rules and variations outlined on the following pages.

P T A L

logo (abbreviated version)

PETER TAYLOR ASSOCIATES LIMITED

name (full version)

1.2 sizes

The logo is designed according to typographic point sizes. It can be reduced or enlarged in any layout or drawing program. Although the logo is provided in vectors it is often useful to know its exact point size. 100% scale equals 100 pt.

For better legibility the logo should not be used smaller than 10% or 10 pt.



100% = 100 pt / H = 25.5 mm



10% = 10 pt / H = 2.5 mm

1.3 freezone

The space around the logo is as important as the logo itself. Whenever words or designs appear near the logo, a freezone should be kept around it. Nothing should be put here, neither texts nor drawings or photographs.

Keeping an amount of space around the logo not only enhances its appearance, the freezone also helps to position the logo correctly on a format. The freezone can be larger than shown or the unit space shown can be added on repeatedly.

The minimum freezone is defined by the height of the letter 'P' added to each side.



P



P T A L



PETER TAYLOR ASSOCIATES LIMITED

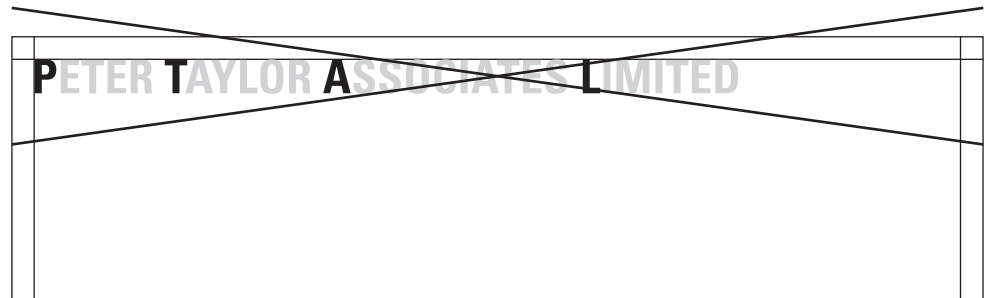
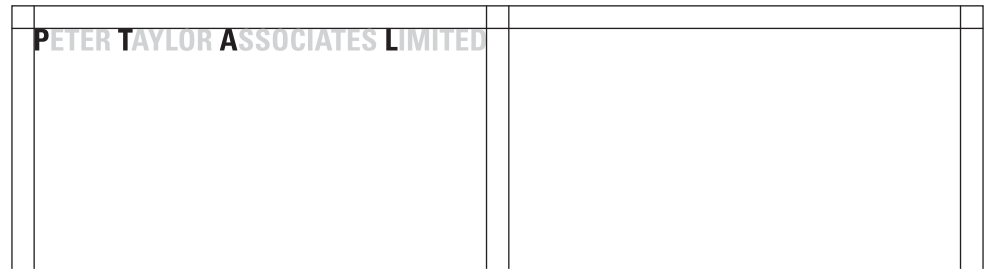
minimum freezone

1.4 positions

Since the 'empty' spaces are an integral part of the logo, it is important for the positioning to consider the non-visible letters in the wording.

The space before the letter 'P' should ideally be equal to the space after the word 'Limited' if the word would have been written out. For this reason the logo should either be scaled to the full width of a format or to a recognisable section such as half of the full width.

The logo should always be positioned flush left and never centred. In most cases the minimum freezone should be considered. However, if the logo is used very large the freezone can be ignored and a smaller space of at least 5 mm to the edge of the format can be used instead.



■ visible initials

■ Space used by the non-visible letters. The grey letters should never be visible.

1.5 colour

The colours of the logo are specified in PANTONE* (for single colour printing), CMYK (for four-colour offset printing), and RGB (for web use, on screen presentations and pdf's).

Uncoated paper should be used for printing whenever possible. The paper should be white and not cream-coloured. All colours will appear slightly less intense on uncoated, more absorbent paper than on coated stock or on screen. The PTAL logo only uses black and white. No other colours should be used.

*PANTONE® is a registered trademark of Pantone, Inc. Colours shown are not intended to match PANTONE colour standards.

CMYK 0/0/0/0 (colour of paper)
RGB 255/255/255

CMYK 0/0/0/100
RGB 0/0/0
PANTONE Process Black U

1.6 backgrounds

The logo can be used either in black on a white background or in white on a black background. Other background colours should be avoided if possible.

P T A L

PETER TAYLOR ASSOCIATES LIMITED

logo (abbreviated version) and name on white background

P T A L

PETER TAYLOR ASSOCIATES LIMITED

logo (abbreviated version) and name on black background

1.7 don'ts

Never change the authorised versions of the logo as it will under-mine the consistency of the overall identity. As long as the logo is applied only using the provided files on the CD (and not altered in any form) possible mistakes in its application should be easy to avoid.

The image shows two examples of the logo 'PTAL' where the letters 'P', 'T', 'A', and 'L' are crossed out with diagonal lines, indicating that this is an incorrect application of the logo.

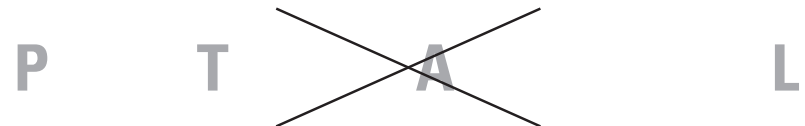
Don't change the spaces between the initials.

The image shows the logo 'PTAL' where the letter 'A' is crossed out with diagonal lines, indicating that adding effects to the logo is incorrect.

Don't add effects to the logo.

The image shows the logo 'PTAL' where the letter 'A' is crossed out with diagonal lines, indicating that changing the logo font is incorrect.

Don't change the logo font.

The image shows the logo 'PTAL' where the letters 'P', 'T', 'A', and 'L' are in a light grey color, and the letter 'A' is crossed out with diagonal lines, indicating that using grey or other colors is incorrect.

Always use the logo in black and avoid grey or any other colour.

The image shows the company name 'Peter Taylor Associates Limited' where the letters 'p', 'e', 't', 'a', 'a', 's', 'o', 'c', 'i', 'a', 't', 'e', 's' are in lowercase, and the entire name is crossed out with diagonal lines, indicating that using lowercase letters is incorrect.

Don't use lower case letters in the name, unless it is part of a text.

2

typefaces

typography

body copy

headings

lines/dashes

name in text

address

2.1 typography

The logo font is Univers 67 Bold Condensed. Since the logo is converted to vectors there is no need to install this font onto the computer.

The authorised fonts for all print media and correspondence are Univers 45 Light and Univers 65 Bold.

Univers 55 Regular should generally be avoided unless text is printed in white on a black background or occasionally to emphasise headings set in the same point size as the body copy.

The HTML font on the website is Arial which can also be used as a replacement font if Univers is not available.

Univers 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789-(:?+!#)*"\$£%"[\]&@</>

logo font: The Bold Condensed version of Univers is used for the logo only.

Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789-(:?+!#)*"\$£%"[\]&@</>

primary font

Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789-(:?+!#)*"\$£%"[\]&@</>

primary font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789-(:?+!#)*"\$£%"[\]&@</>

replacement font

2.2 body copy

In every layout a few general typographic rules should be considered:

Text should be set in standard point sizes of 8, 9, 11, 12, 14, 18, 24, 36 point, etc. All text should be set flush-left. Justified text should be avoided. The number of characters per line should be no more than 80 characters (a space counts as one character).

The line spacing (leading) depends on the length of the line. Longer lines need more leading than shorter ones. As a general rule between 2 and 4 point additional leading should be used.

Standard body copy should be set in Univers 45 Light and paragraphs should be indicated by using a line space or half line space.

This is a sample text set in 18 pt font size with 22 pt leading. This is a sample text set in 18 pt font size with 22 pt leading. This is a sample text set in 18 pt font size with 22 pt leading.

18 pt/22 pt

This is a sample text set in 11 pt font size with 15 pt leading. This is a sample text set in 11 pt font size with 15 pt leading. This is a sample text set in 11 pt font size with 15 pt leading. This is a sample text set in 11 pt font size with 15 pt leading. This is a sample text set in 11 pt font size with 15 pt leading.

11 pt/15 pt

This is a sample text set in 8 pt font size with 11 pt leading. This is a sample text set in 8 pt font size with 11 pt leading. This is a sample text set in 8 pt font size with 11 pt leading. This is a sample text set in 8 pt font size with 11 pt leading. This is a sample text set in 8 pt font size with 11 pt leading. This is a sample text set in 8 pt font size with 11 pt leading. This is a sample text set in 8 pt font size with 11 pt leading. This is a sample text set in 8 pt font size with 11 pt leading.

8 pt/11 pt

2.3 headings

Headings should follow a clear hierarchy. Too many weights and font sizes to emphasise certain parts of a text should be avoided.

Headings should generally be set in Univers 65 Bold (unless more than two types are used) to give enough contrast to the body copy.

Heading 1

Body copy should be set in Univers 45 Light while Univers 65 Bold should be used for headings. An exception is when more than two different types of headings are used. Heading 3 must be Univers 45 Light.

Heading 1 should be bold and bigger than the body copy. Leave two lines of space before one after the heading.

Heading 2

Body copy should be set in Univers 45 Light while Univers 65 Bold should be used for headings. An exception is when more than two different types of headings are used. Heading 3 must be Univers 45 Light.

Heading 2 should be bold and the same size as the body copy. Leave one line of space before and one after the heading.

Heading 3

Body copy should be set in Univers 45 Light while Univers 65 Bold should be used for headings. An exception is when more than two different types of headings are used. Heading 3 must be Univers 45 Light.

Heading 3 should be light and the same size as the body copy. Leave one line of space before and one after the heading.

2.4 lines/dashes

Lines help to structure information and are an important element of the PTAL identity. Two types of lines are used: thick lines should always have the same weight as the horizontal bar of the letter 'T' in the logo; and thin lines which should be 0.5 pt.

Bullet points should be avoided in favour of dashes. Dashes should be used in the same point size and font as the body copy.



Thick lines should always equal the thickness of the capital T of the logo.

0.5 pt



Thin lines should not be less than 0.5 pt.

- This text is set in size 18 pt and dashes are size 18 pt.
- This text is set in size 18 pt and dashes are size 18 pt.
- This text is set in size 18 pt and dashes are size 18 pt.

En-dashes should be used instead of bullet points.

2.5 name in text

When the name 'Peter Taylor Associates Limited' appears within a text it should always be written in title case – beginning each word with a capital letter. Never use the logo as part of the body copy.

The abbreviation of the name should be written in capital letters as 'PTAL'.

A new project has been realised by Peter Taylor Associates Limited.

~~A new project has been realised by PETER TAYLOR ASSOCIATES LIMITED.~~

~~A new project has been realised by peter taylor associates limited.~~

~~A new project has been realised by **P T A L**~~

~~A new project has been realised by **PETER TAYLOR ASSOCIATES LIMITED**~~

2.6 address

It is important that the address is always set in a consistent form throughout all media of communication. The word 'telephone' for example should not randomly be written as 'phone' or 'Tel.', etc.

On business cards the address can include personal details, such as a personal email address, direct line or mobile number. On the letterhead the address must be accompanied by the registered office address as well as the company registration and VAT number.

When used in a regular text document the address should be written in Univers 45 Light in the same point size as the text.

**PETER TAYLOR ASSOCIATES LIMITED
THE GALLERY · 20A BERKELEY STREET
MAYFAIR · LONDON W1J 8EF**

—
**TELEPHONE + 44 (0)20 7495 3837
FACSIMILE + 44 (0)20 7493 3475
EMAIL MAYFAIR@PTAL.CO.UK**

—
WWW.PTAL.CO.UK

address as on business cards

Peter Taylor Associates Limited
The Gallery, 20A Berkeley Street
Mayfair, London W1J 8EF

Telephone +44 (0)20 7495 3837
Facsimile +44 (0)20 7493 3475

mayfair@ptal.co.uk
www.ptal.co.uk

company address set as a standard text

3

business card

letterhead

stationery

compliment slip

fax sheet

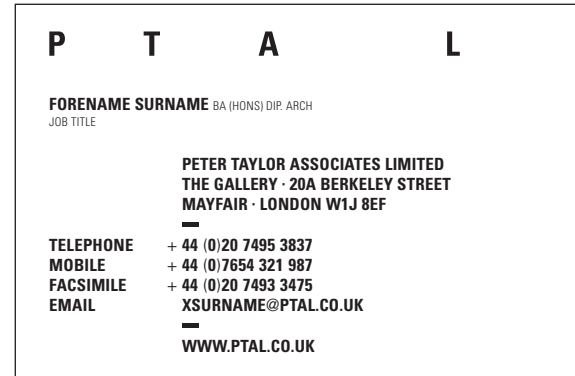
DL envelope

document cover

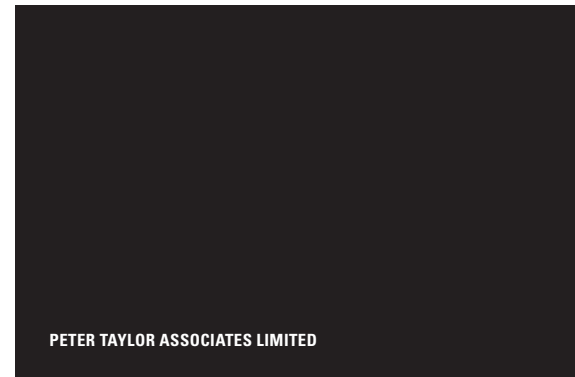
3.1 business card

The front of the business card shows the company logo as well as the name, individual qualifications and the job title. The company address always includes the personal email but mobile numbers are optional.

The back of the business card should always be black with the full company name reversed out in white.



front (shown at 90%)
100% = 85 x 55 mm

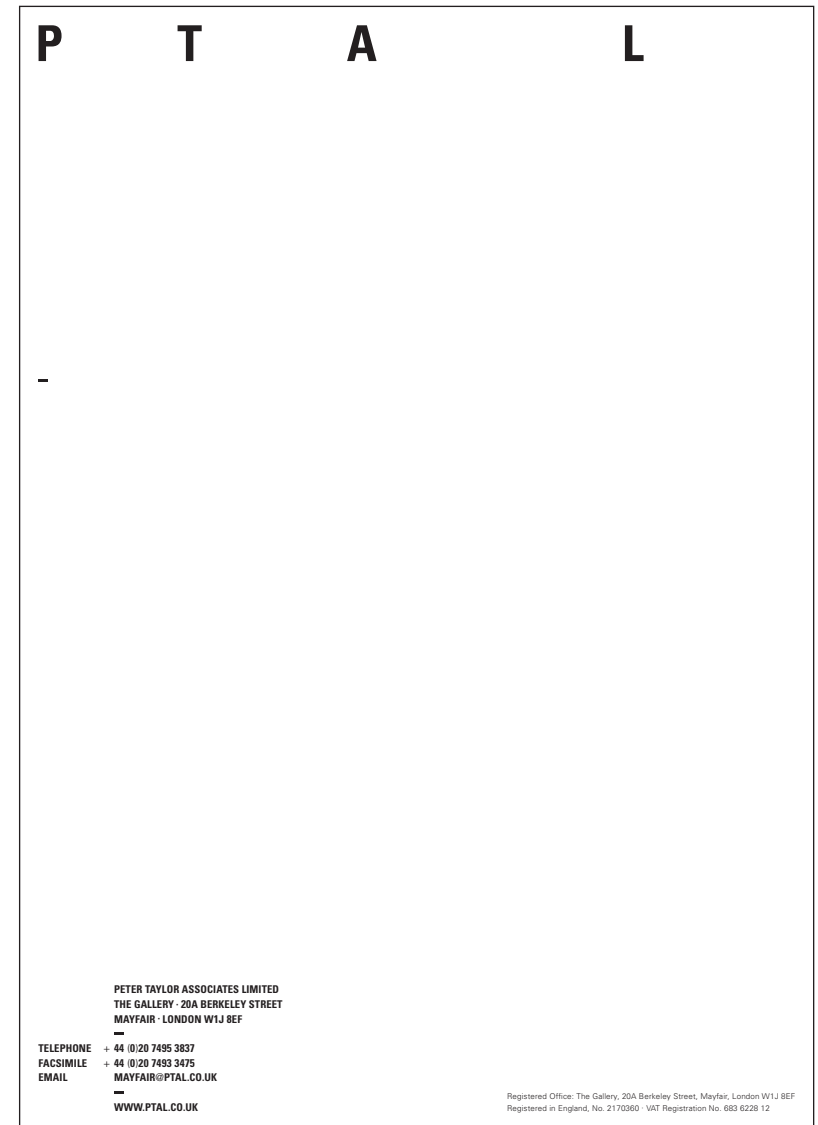


back (shown at 90%)
100% = 85 x 55 mm

3.2 letterhead

The letterhead shows the logo, the address and contact details. It does not contain any direct telephone numbers or personal email addresses. The registered office address, company registration number and VAT number are printed at the bottom of the page.

A black line indicates where to fold the letter into three parts to fit into a standard DL envelope.

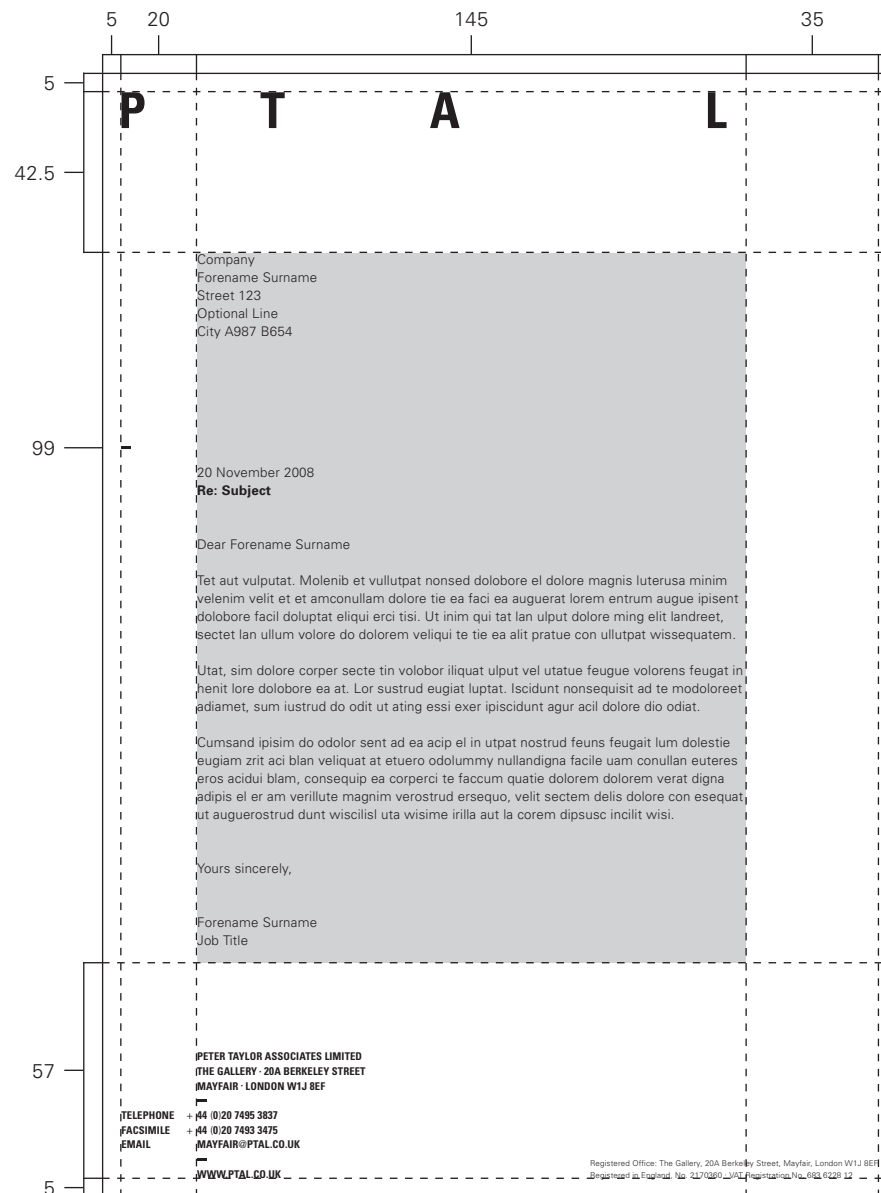


A4 letterhead (shown at 50%)

3.2 letterhead

Letters should be written in Univers 45 Light, 10 pt with 13.5 pt leading. The top third of the letter is reserved for the address. The text should start after the folding line at 99 mm measured from the top.

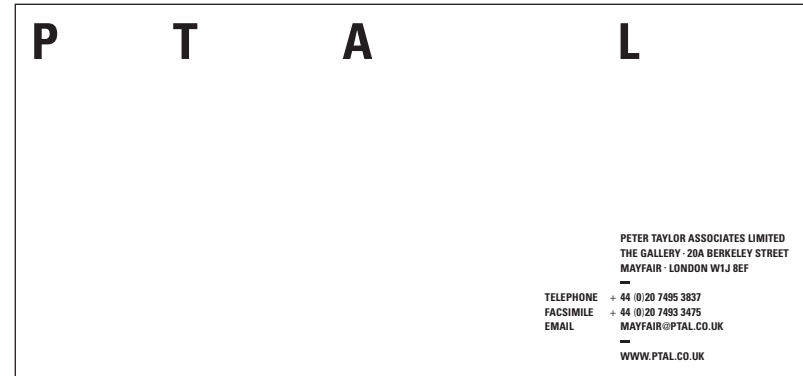
Always use the provided MS Word template when typing letters.



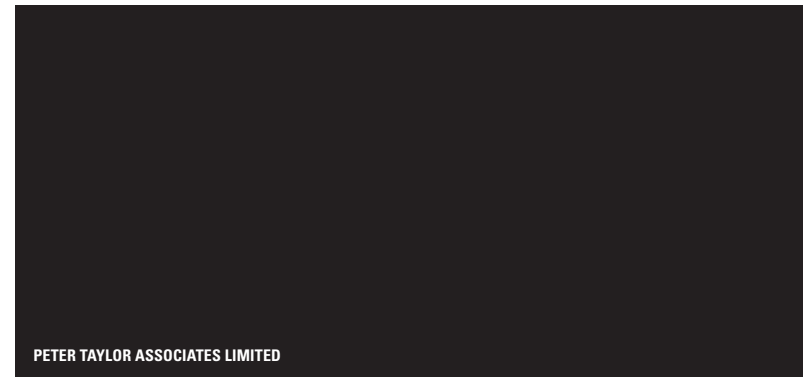
A4 letterhead (shown at 50%, all measurements in mm)

3.3 compliment slip

The compliment slip repeats the design of the letterhead with the address on the right side. It is usually used to accompany a document or file when there is no need to write a full letter.



front (shown at 50%)
100% = 210 x 99 mm



back (shown at 50%)
100% = 210 x 99 mm

3.4 fax sheet

The fax sheet repeats the design of the letter-head but does not include the registered office address, company registration number or VAT number.

The fax sheet should be used in connection with the fax MS word template.

P T A L

Facsimile

To: Company
Optional Line
Fax No: +44 (0)20 1234 5678
FAO: Forename Surname
CC: Name
From: Forename Surname
File Ref: File Reference
Date: 20 November 2008
No. of pages: 1

Dear Forename Surname

Tet aut vulputat. Molenib et vullutpat nonsed dolobore el dolore magnis luterus minim velenim velit et et aconullam dolore tie ea faci ea auguerat lorem entrum augue ipis ent dolobore facil doluptat eliqui erci tisi. Ut inim qui tat lan ulput dolore ming landreet, sectet lan ullum volore do dolorem veliqui te tie ea alit pratue con ullutpat wissequat.

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Yours sincerely,

Forename Surname
Job Title

PETER TAYLOR ASSOCIATES LIMITED
THE GALLERY - 20A BERKELEY STREET
MAYFAIR - LONDON W1J 8EF

TELEPHONE + 44 (0) 20 7495 3837
FACSIMILE + 44 (0) 20 7493 3475
EMAIL MAYFAIR@PTAL.CO.UK
WWW.PTAL.CO.UK

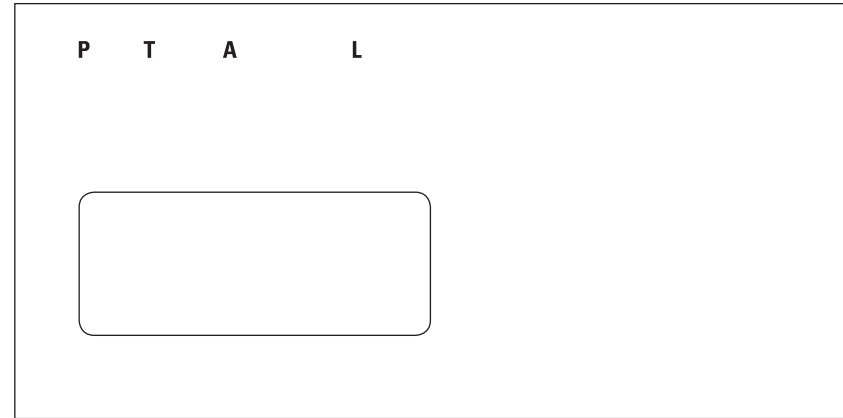
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If you do not receive all the pages please telephone us as soon as possible on +44 (0)20 7495 3837

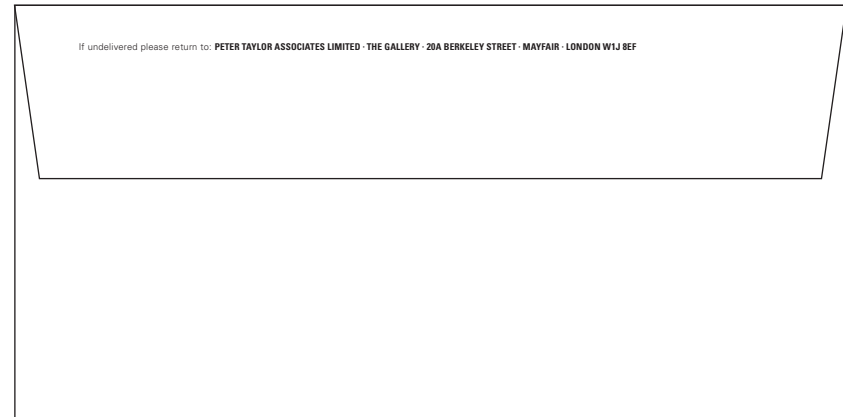
A4 fax sheet (shown at 50%)

3.5 DL envelope

Customised DL window envelopes should be used to send letters. The address printed on the letter appears in the window. Self-printed address labels should be avoided.



front (shown at 50%)
100% = 220 x 110 mm

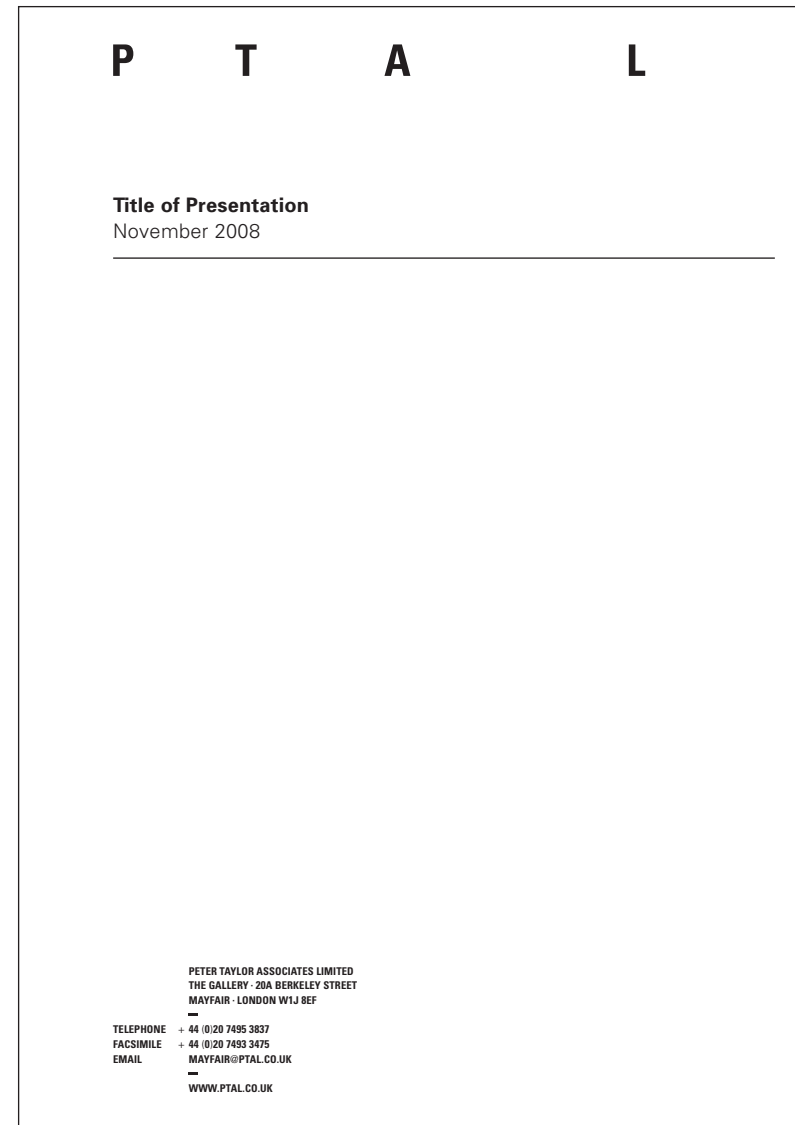


back (shown at 50%)
100% = 220 x 110 mm

3.6 document cover

The document cover should be used for ring bound presentations or proposals. The title or subject of the presentation or proposal should be typed above the line under the logo.

The document cover can be printed digitally on standard white paper (ideally 300 gsm uncoated) and covered by a protective acetate.



A4 document cover (shown at 50%)

4

provided files

credits/support

appendix

4.1 provided files

The PTAL logo and the full name variation are provided on CD in two different colour modes (CMYK and RGB) for different types of use.

Both are provided in black and white in .eps and .gif format. The .eps file should be used for offset and digital printing while the .gif file should be used for online applications and on-screen presentations.

When sending the logo to external users it is important to clarify how it will be used in order to provide them with the correct file.

P T A L

ptal_logo1_pos_CMYK.eps
ptal_logo1_pos_RGB.gif

PETER TAYLOR ASSOCIATES LIMITED

ptal_logo2_pos_CMYK.eps
ptal_logo2_pos_RGB.gif

P T A L

ptal_logo1_neg_CMYK.eps
ptal_logo1_neg_RGB.gif

PETER TAYLOR ASSOCIATES LIMITED

ptal_logo2_neg_CMYK.eps
ptal_logo2_neg_RGB.gif

4.2 credits/support

For support and queries please do not hesitate to contact:

Mind Design
Unit 33A
Regent Studios
8 Andrews Road
London E8 4QN

Tel. +44 (0)20 7254 2114
info@minddesign.co.uk
www.minddesign.co.uk