

The Worshipful Company of Coachmakers and
Coach Harness Makers of London

BRAND GUIDELINES

An active Livery investing
in young people





Brand Proposition

The outlook and philosophy of the Worshipful Company of Coachmakers and Coach Harness Makers is summed up by our motto:
An active livery investing in young people.

Our interests revolve around the automotive and aerospace industries, Coach Making and Harness Making, the City of London and the armed forces. Our primary mission is to promote excellence within those spheres while also supporting young people. Equally as important, we raise and distribute charitable funds, most notably to encourage training via bursaries and awards.

Fellowship, Friendship, Fundraising and Fun are the key goals as we strive to achieve a financially stable organisation based upon a strong membership. Our goals are to increase membership, boost our charitable activities and grow our Charitable Fund. To achieve this we need to increase awareness and profile of the Company both internally and with our constituent industries and charity partners.

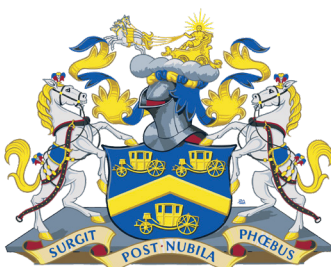
And in turn, to succeed in spreading the word, we need a consistent and clear communications strategy, vision and identity.



Our Coat of Arms

In both internal and external communications, our Coat of Arms – which is the first visual cue that we are recognised by – is incredibly important. Therefore it should be consistently represented across different media and devices.

- It should be used on the cover of all publications and on the landing pages of our website.
- It should only be used on a white or blue background (see Colour Palette below).
- There should always be clear space around the Coat of Arms.
- The Coat of Arms should never be amended or defaced.



X



Typefaces

Front Cover

Use Tahoma Regular or **Tahoma Bold**.

MAIN TITLE IN CAPS TAHOMA BOLD

Any sub-title in Upper and Lower case Tahoma Regular

Text

Use Verdana Regular.

Text is always aligned left. Avoid hyphenation. Avoid widows and orphans (a widow is a very short line at the end of a paragraph; an orphan is a single line at the top of a column of text).

Headings

Use **Tahoma Bold**

Sub-Heads and first paragraphs

Use **Verdana Bold**



Verbal Identity and Voice

The tone of voice of any communication strongly impacts the way readers/viewers associate and connect with the Coachmakers.

- First mention should read **The Worshipful Company of Coachmakers and Coach Harness Makers of London**; after, use the Coachmakers or the Company.
- Use the slogan **An active Livery investing in young people**
- Always write in the active tense, avoid the passive tense wherever possible.
- Copy should not be over-formal but relaxed, informative and accessible.
- Shorter sentences are almost always preferable to long ones.
- Avoid over-long paragraphs.



Colour Palette

Covers use a combination of two primary colours

Yellow

Print: C21 M23 Y85 K5

Online: R191 G187 B36

Hex: #BFBB24



Blue

Print: C100 M76 Y38 K30

Online: R01 G43 B111

Hex: #002B6F



Titles are White

Other wording on the cover can be Black but only on the Yellow background

