

BRAND BOOK

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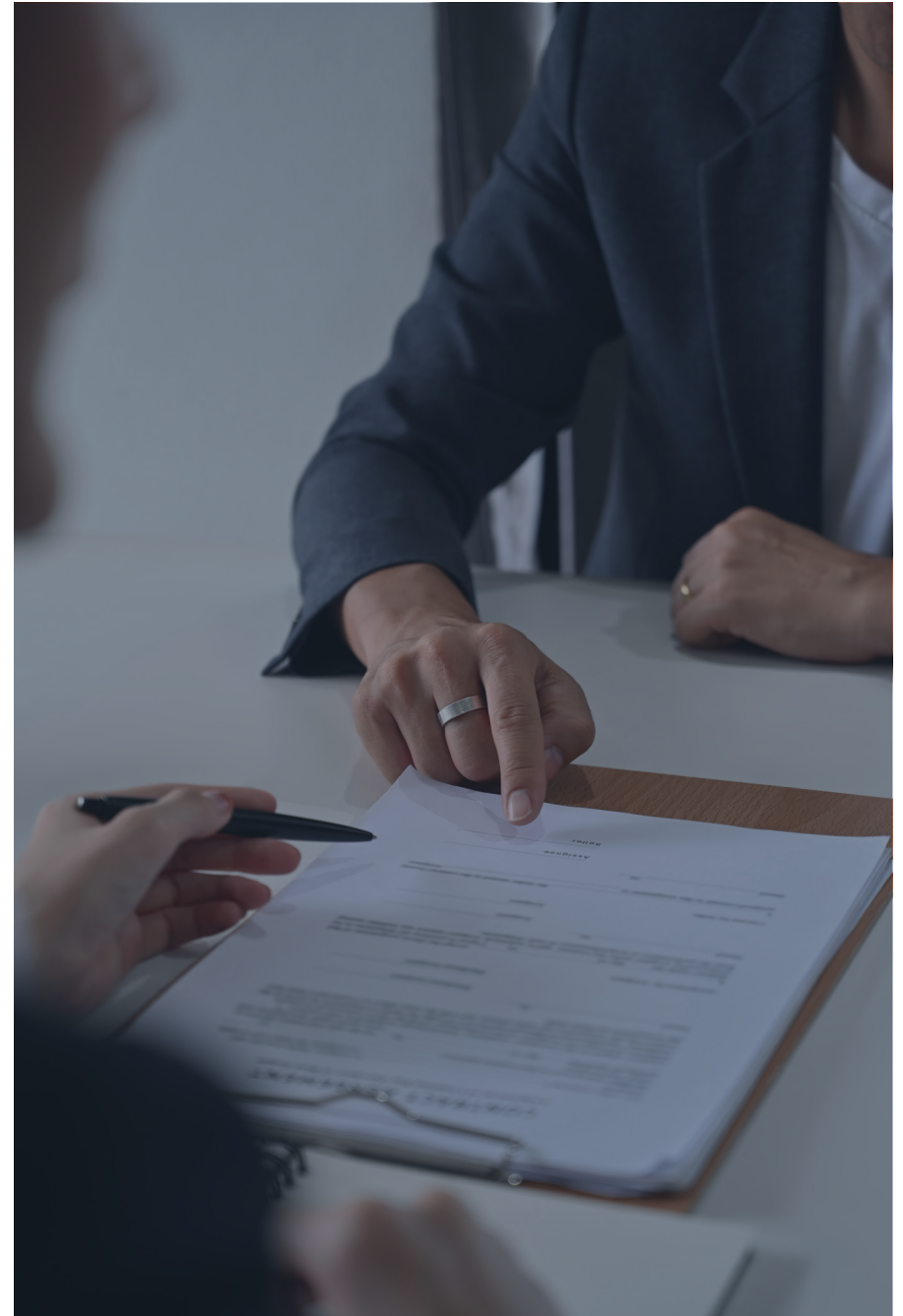
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This document contains guidance for Glaisyers ETL branding and styles. It's important to stick to these guidelines in order to generate a strong brand and maintain consistency.

1.0 LOGO FORMATS

- **Main Logo**
- **Portrait Logo**



1.1 FORMAT 1

A Din Pro text-based logo like this offers a fresh and contemporary approach, making it the ideal choice for demonstrating the following qualities:



Minimalistic



Consistent with ETL brands



Scaleable



Relevant

This larger/horizontal logo serves as the anchor of Glaisyers ETL's visual identity. It represents our membership of the ETL network. It's the logo version used in traditional marketing collateral such as business cards, billboards, and other places where size and detail are not limiting factors.



1.2 FORMAT 2

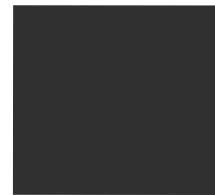
This logo can be utilised across all Glaisyers ETL's communications, where a horizontal logo is unsuitable. Making consistent use of both logos will ensure a clear vision and output for Glaisyers across the board.



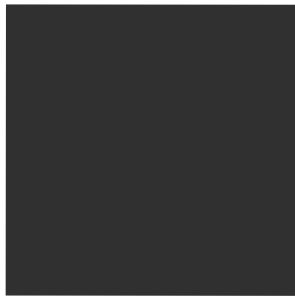
2.0

ACCENT COLOURS

This red and grey are our most commonly used colours. They are used to highlight elements like CTAs and improve the overall brand aesthetic.



2.1 FULL COLOUR PALETTE



CMYK 70 64 62 60
RGB 48 48 49
HEX #303031



CMYK 0 100 100 0
RGB 227 6 19
HEX #e30613



CMYK 20 100 100 14
RGB 162 38 31
HEX #a2261f

CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff



CMYK 18 14 14 0
RGB 207 207 207
HEX #cfcfcf

3.0 PRIMARY FONTS

Din Pro is highly legible and versatile. Its clean, modern lines and balanced proportions ensure readability across various platforms, from print materials to digital screens.

Its geometric elegance conveys a sense of professionalism and sophistication, making it suitable for a wide array of industries including professional services.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZabc
defghijklmnopqrstuvwxyz
0123456789

PRIMARY HEADING TYPEFACE
DIN PRO EXTRA BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PRIMARY BODY TYPEFACE
DIN PRO LIGHT

3.1

SECONDARY FONTS

Poppins also boasts a wide range of weights and styles, allowing for flexibility in design while maintaining a cohesive brand identity.

Overall, Poppins font's adaptability, legibility, and aesthetic appeal make it an exceptional choice for brands looking to convey a contemporary and polished image that resonates with a broad audience.

AaSECONDARY HEADING TYPEFACE
POPPINS EXTRA BOLD**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

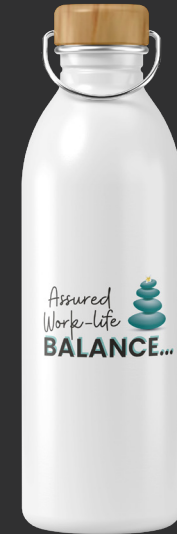
Aa

SECONDARY BODY TYPEFACE
POPPINS LIGHTABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

4.0

MERCHANDISE

Consistent use of colours, logo, and our core values creates a visual symphony, ensuring instant recognition. Through this cohesive identity, our merchandise becomes more than products – they become powerful ambassadors, reinforcing our brand values and creating a lasting impact on brand awareness.



4.1 MERCHANDISE



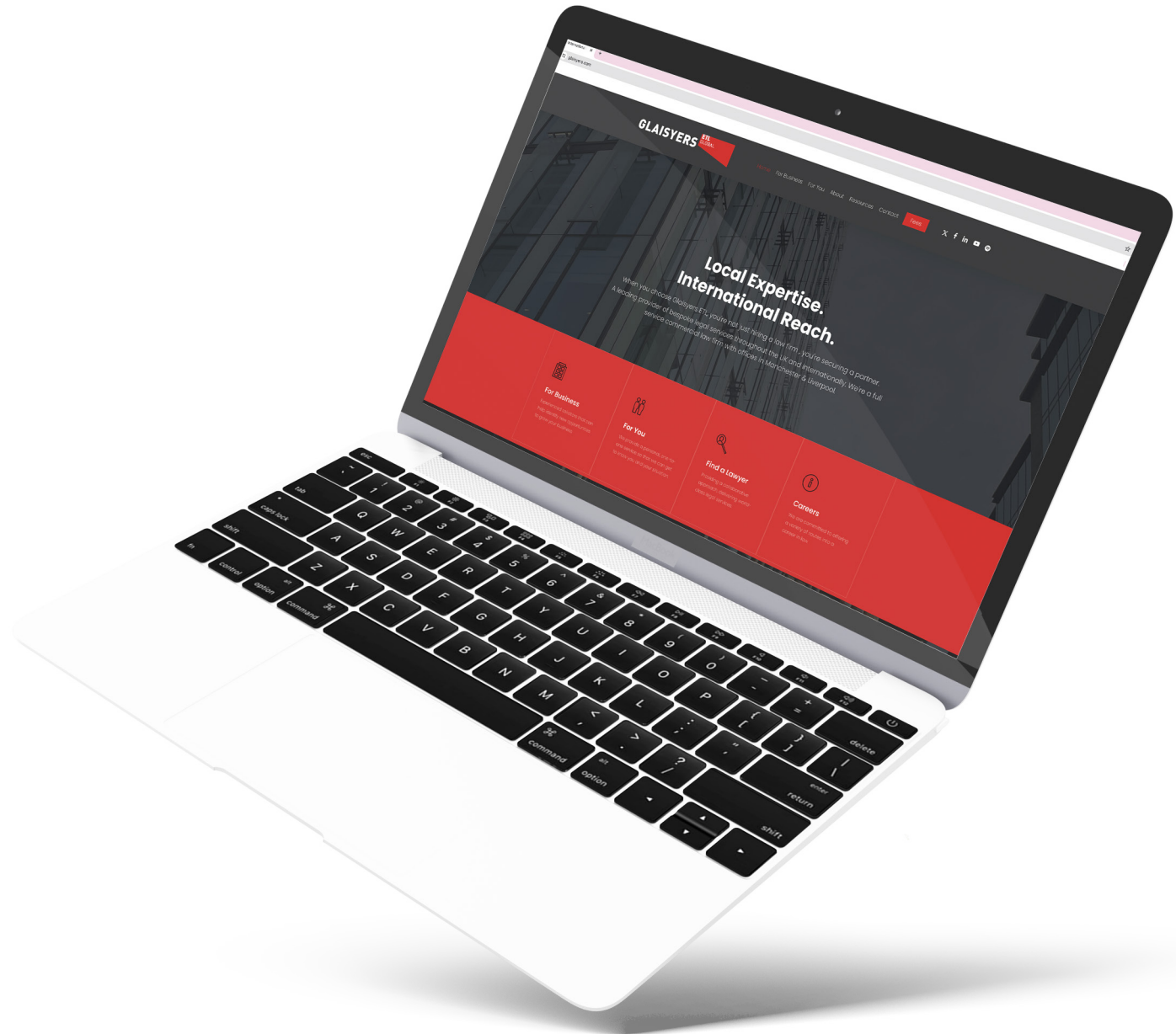
5.0 BUSINESS CARDS

A unified design featuring our logo and colours creates instant recognition, leaving a memorable and professional impression on clients and partners. Consistency is key in making every card a powerful representation of our brand identity.

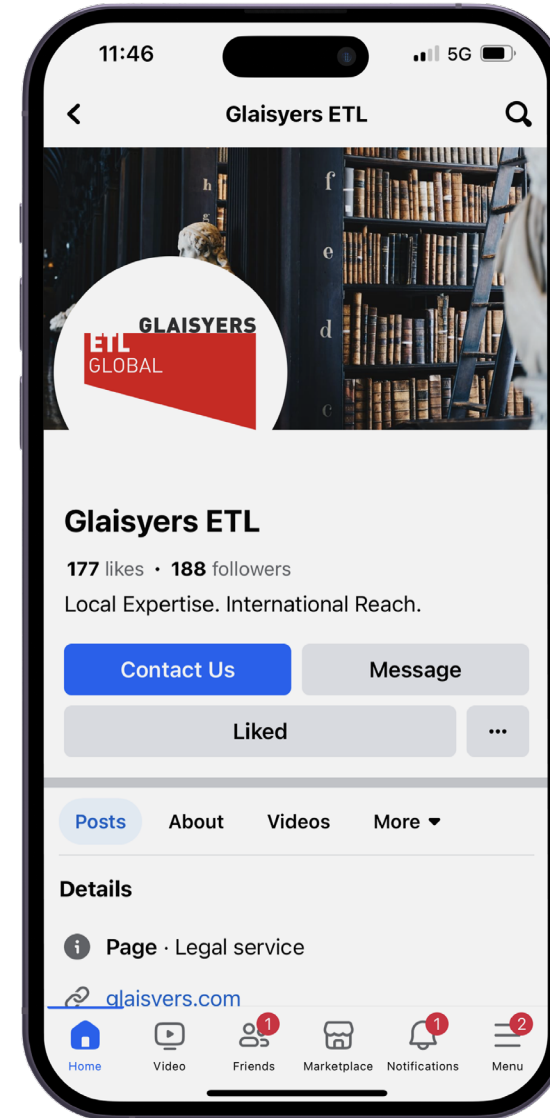
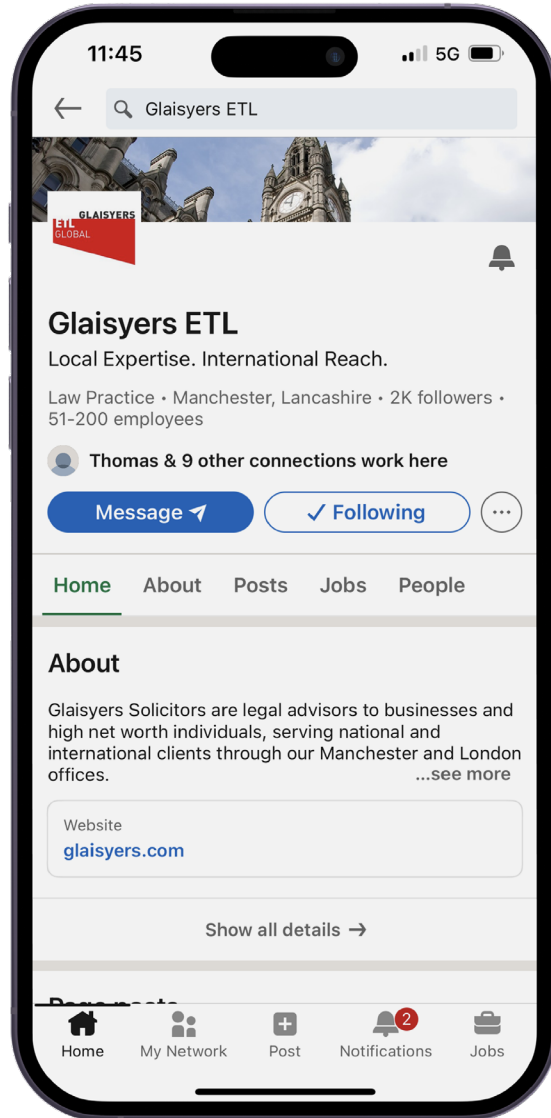


6.0

DIGITAL USE: WEBSITE



6.2 DIGITAL USE: SOCIALS



6.3

DIGITAL USE: LINKEDIN BANNERS

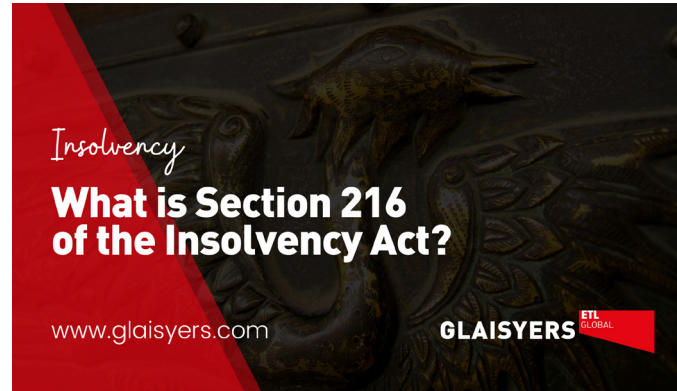
Utilising branded company banners across digital platforms promotes a cohesive and professional image, ensuring consistency across the company's online presence. It not only enhances marketing and exposure but also cultivates employee pride, engagement, and professionalism in client interactions, making it a valuable strategy for reinforcing a positive corporate image.



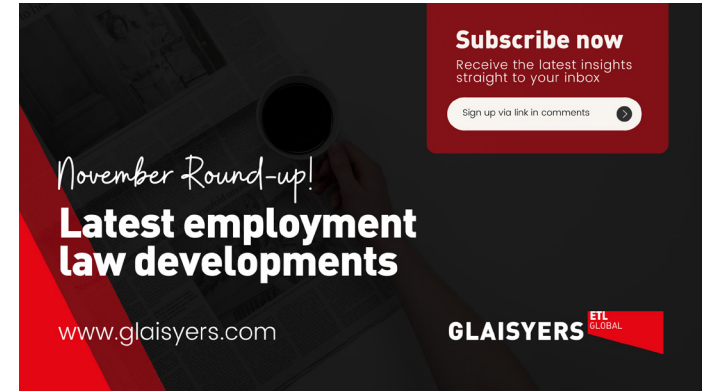
6.4

DIGITAL USE:
SOCIAL
TEMPLATES

BLOG/ARTICLE



EMPLOYMENT MONTHLY ROUNDUP



ANNOUNCEMENTS



TEAM UPDATE



6.5

DIGITAL USE: EMAIL SIGNATURES

An email signature adds a professional touch to your emails. It provides a standardised and polished way to present your contact information, job title, and company details, reinforcing your professionalism.

ORIGINAL

David Jones
Executive Partner



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REPLY

David Jones
Executive Partner



T: [0161 833 5675](tel:01618335675)

7.0 CORE VALUES

At Glaisyers, our legal expertise is paired with a friendly and approachable spirit, driven by a set of core values that make us who we are. Growth, Shared Ambition and Balance aren't just words for us - they represent our beliefs and underpin our vision as our firm continues to grow.

We're committed to assisting our people at every stage of their career, from entry-level internships to fully qualified, experienced professionals, and it shows.



7.1 GROWTH

When it comes to our clients, we embrace a growth mindset. We believe there's no limit to our potential, and encourage our clients to believe the same. Our main competition is ourselves, and we continue to learn from our everyday outcomes. Our team is constantly evolving, no matter what stage of their career they are at.



7.2 SHARED AMBITION

When it comes to our clients, we embrace a growth mindset. We believe there's no limit to our potential, and encourage our clients to believe the same. Our main competition is ourselves, and we continue to learn from our everyday outcomes. Our team is constantly evolving, no matter what stage of their career they are at.



7.3 BALANCE

We know how to get the balance just right; whether we're combining legal advice with commercial insight, or providing valuable assistance at a respectable price. More importantly, we're committed to establishing a healthy work-life balance. Our team aren't machines, and we encourage a focus on personal wellbeing.



GLAISYERS

ETL
GLOBAL