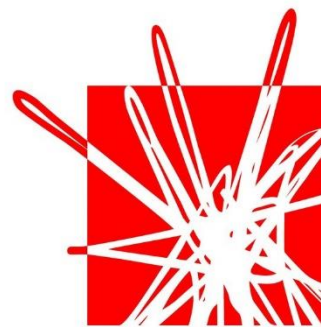


Creativity, Branding and Marketing

Rachael Wheatley

Thursday 6th November 2025

waters



Southampton
SOLENT
University





UNIVERSITY OF
PORTSMOUTH

A photograph of the Reading College Kings Road Campus. In the foreground, a grey signpost with a blue-to-purple gradient rectangle contains the text 'Reading College' in white and 'Kings Road Campus' in blue. To the left, a modern grey building is visible, with a group of people sitting on the grass in front of it. In the center, a large orange brick building with several windows stands behind a paved area where many bicycles are parked. A large, mature tree with dark green foliage is on the right, casting a shadow on the brick building. The sky is clear and blue.

Reading
College

Kings Road
Campus

ORACLE®

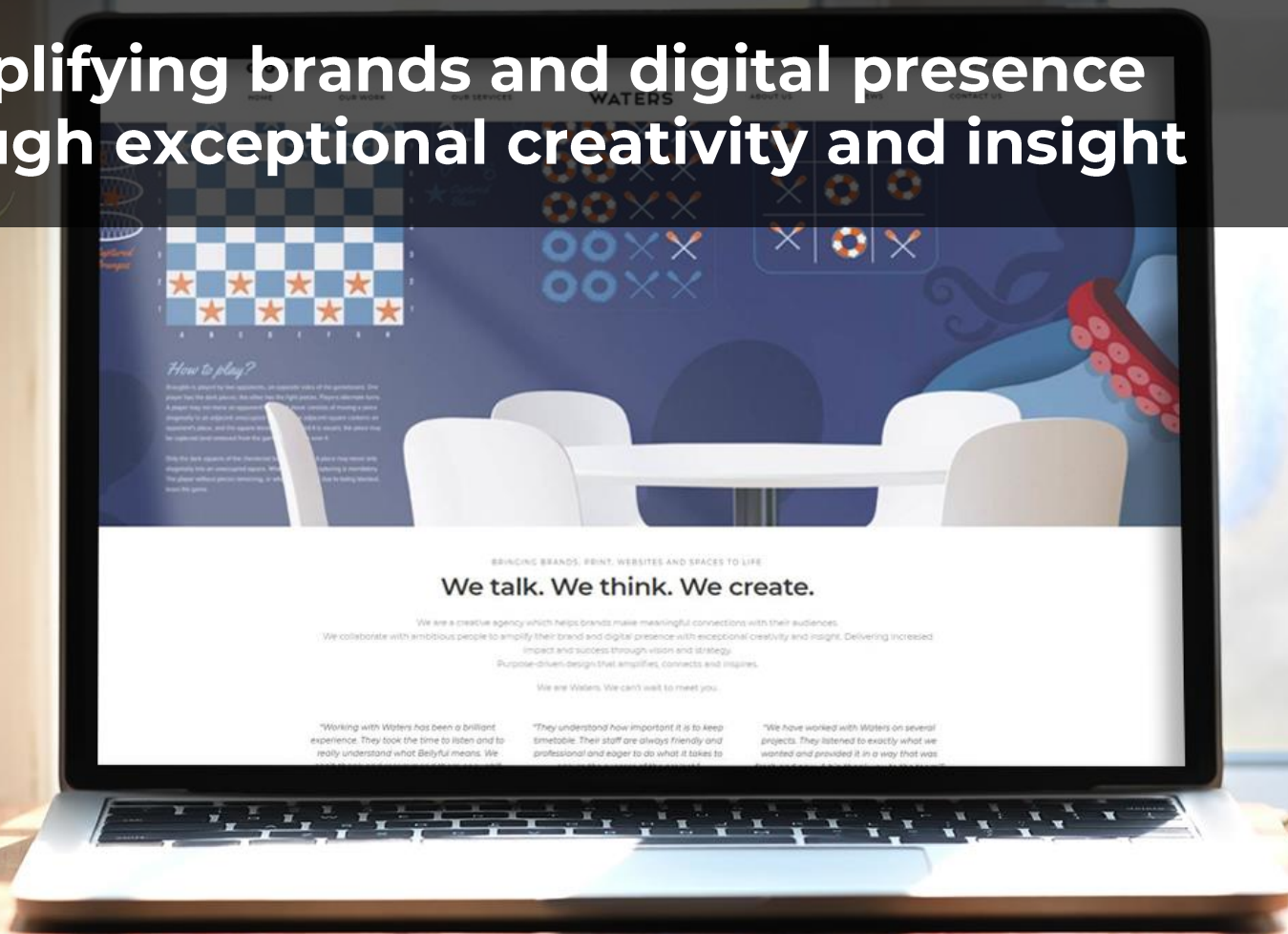








Amplifying brands and digital presence through exceptional creativity and insight





**Some
of our
clients**



Swansea University
Prifysgol Abertawe



Llywodraeth Cymru
Welsh Government

Cyngor Bwrdeistref Sirol



Reading
Borough Council
Working better with you



Thames
Valley
Berkshire
LOCAL ENTERPRISE PARTNERSHIP



Comisiynydd y
Gymraeg
Welsh Language
Commissioner

people's
trust for
endangered
species



GIG
CYMRU
NHS
WALES
Bwrdd Iechyd Prifysgol
Abertawe Bro Morgannwg
University Health Board



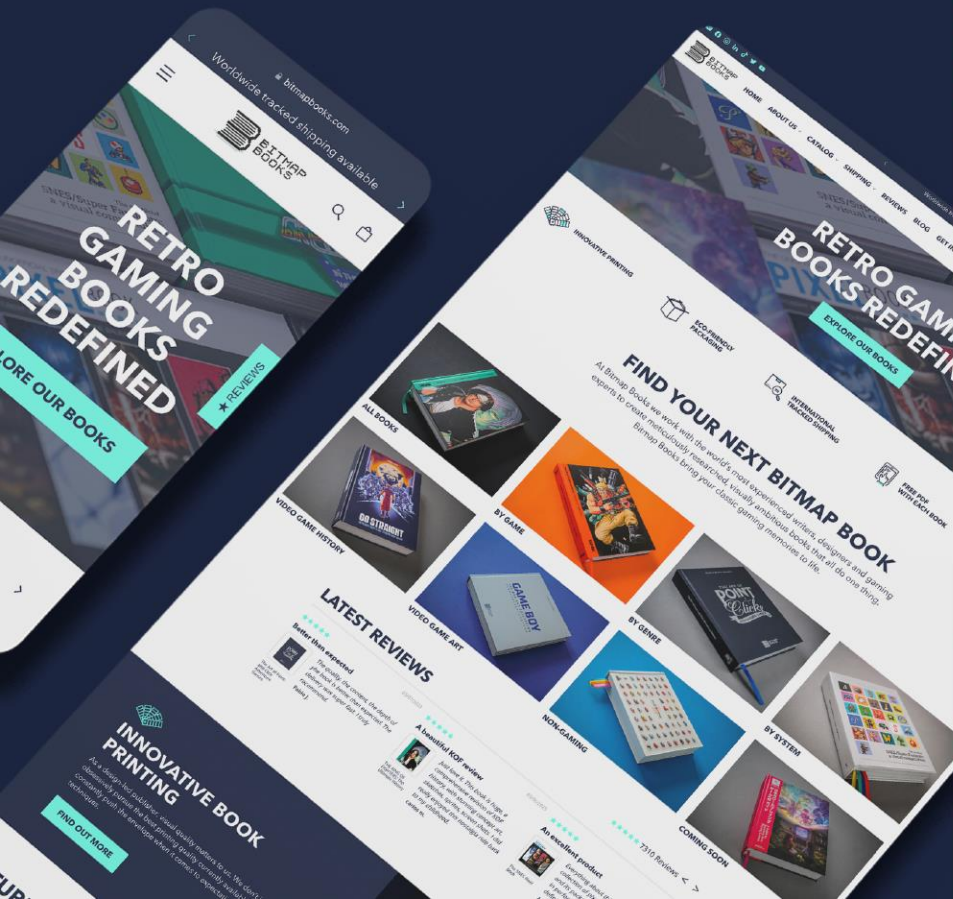
Admiral



Life Sciences Hub | Wales
Hub Gwyddorau Bywyd | Cymru

Bitmap Books

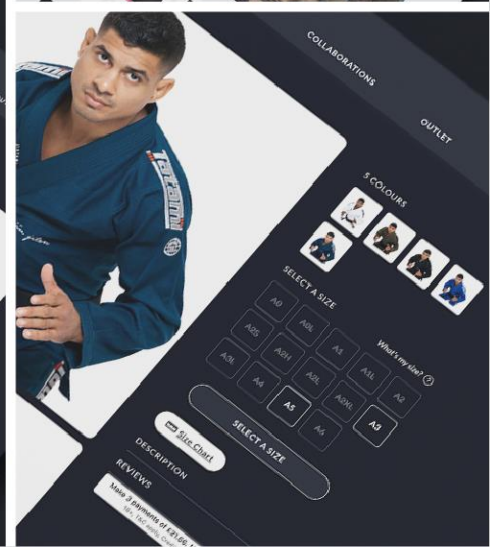
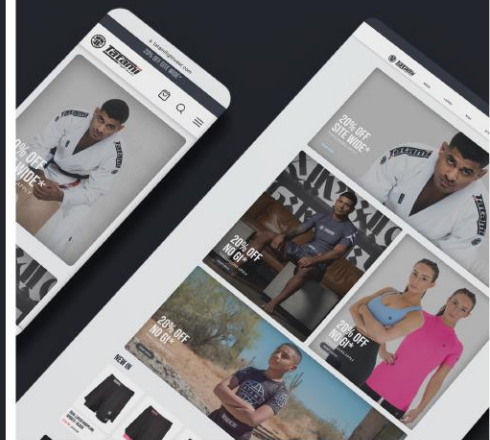
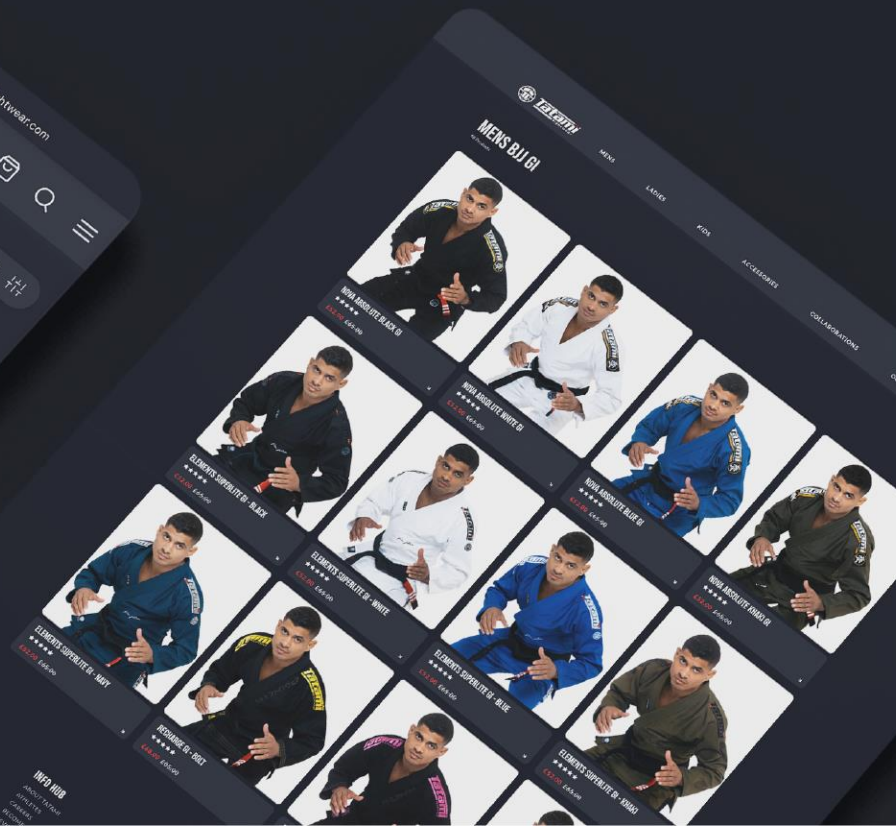
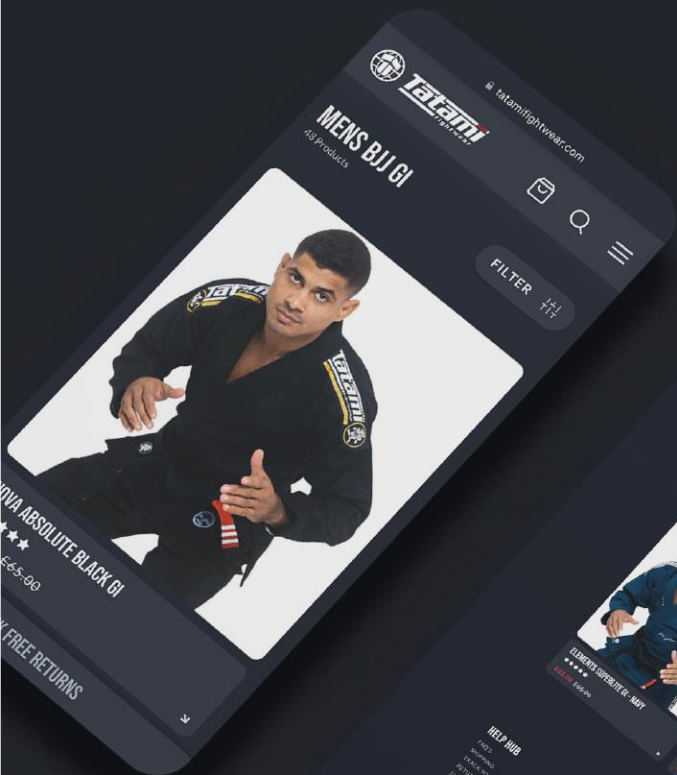
www.bitmapbooks.com

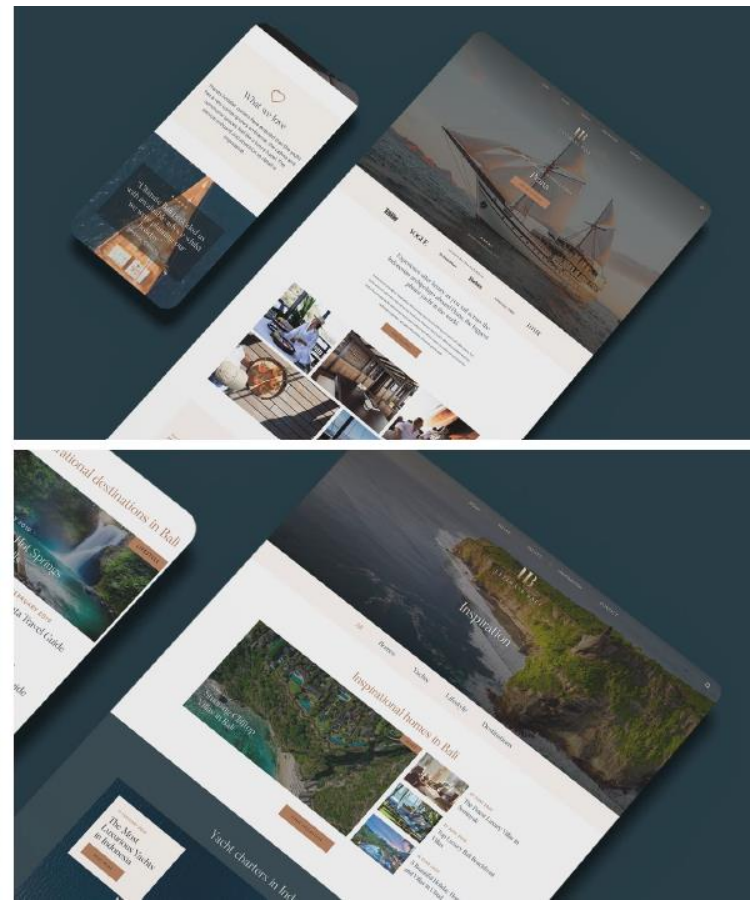
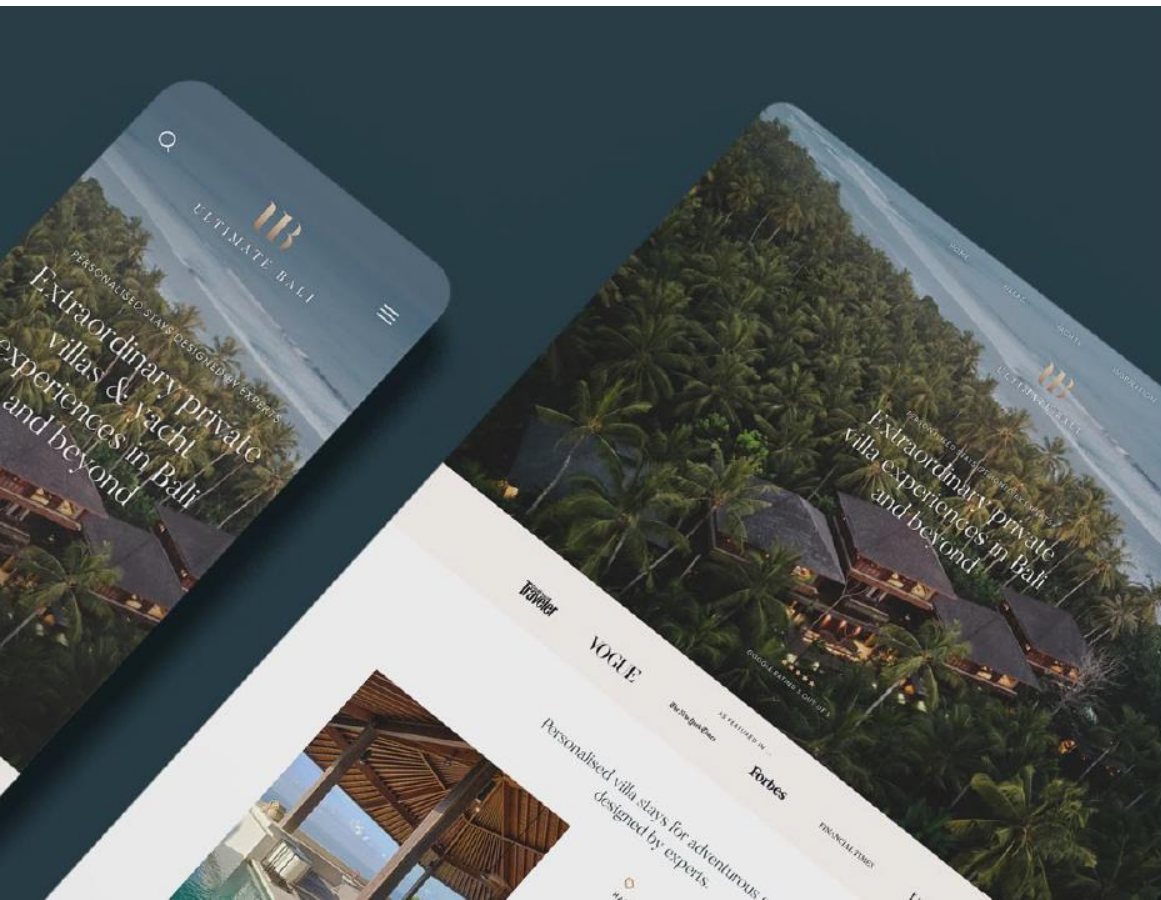


Tatami Fightwear

www.tatamifightwear.com

LIGHT  DARK







**COME AS YOU
ARE AND WE'LL
DO THE REST**

JOB ALERTS

Get exclusive access to top head chef job opportunities. Create an account and subscribe to our job alerts today!

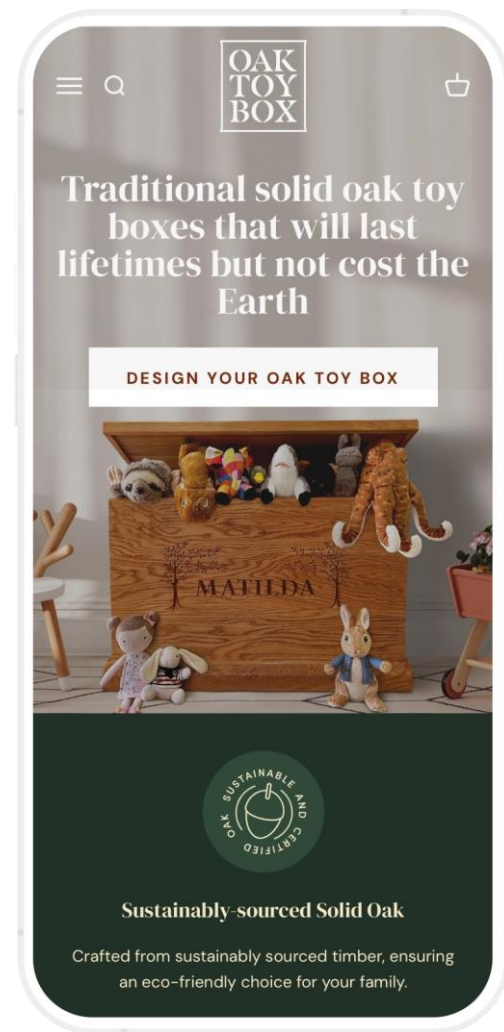
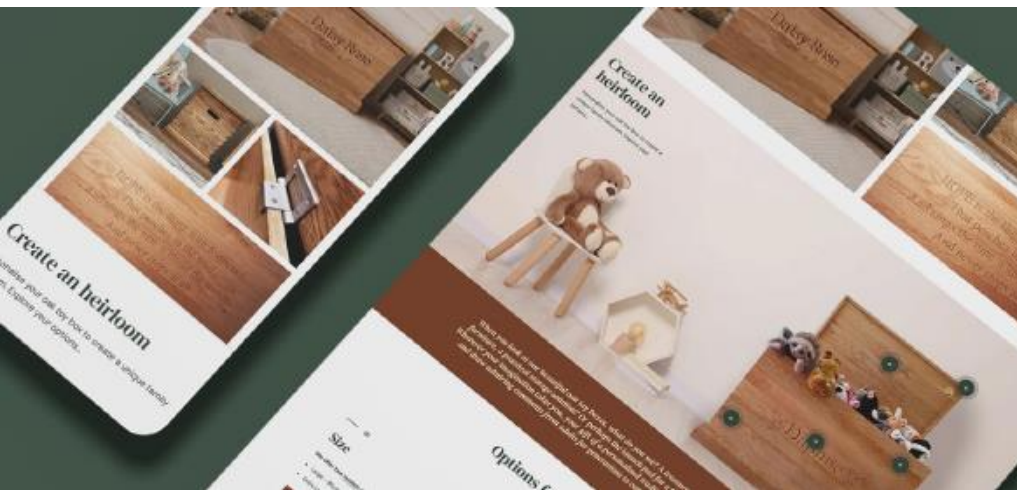
[VIEW ALL WAITING JOBS](#)

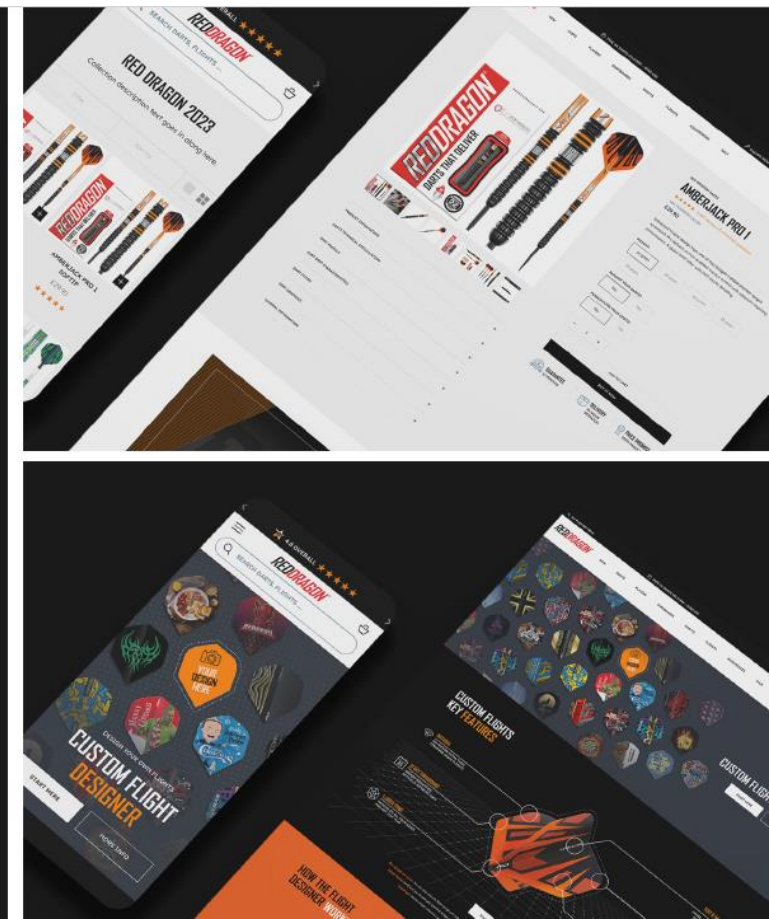


MARSTON'S

Where people make pubs.



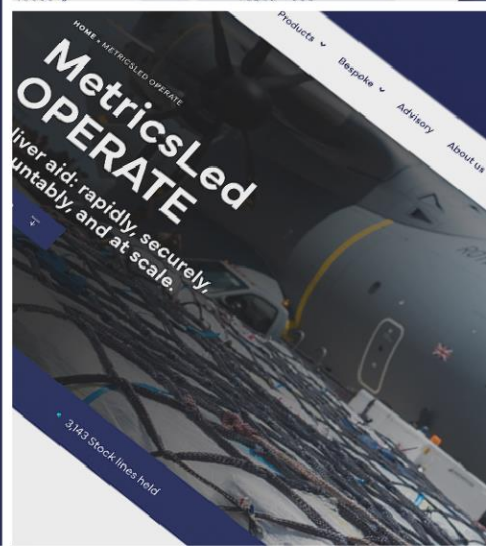
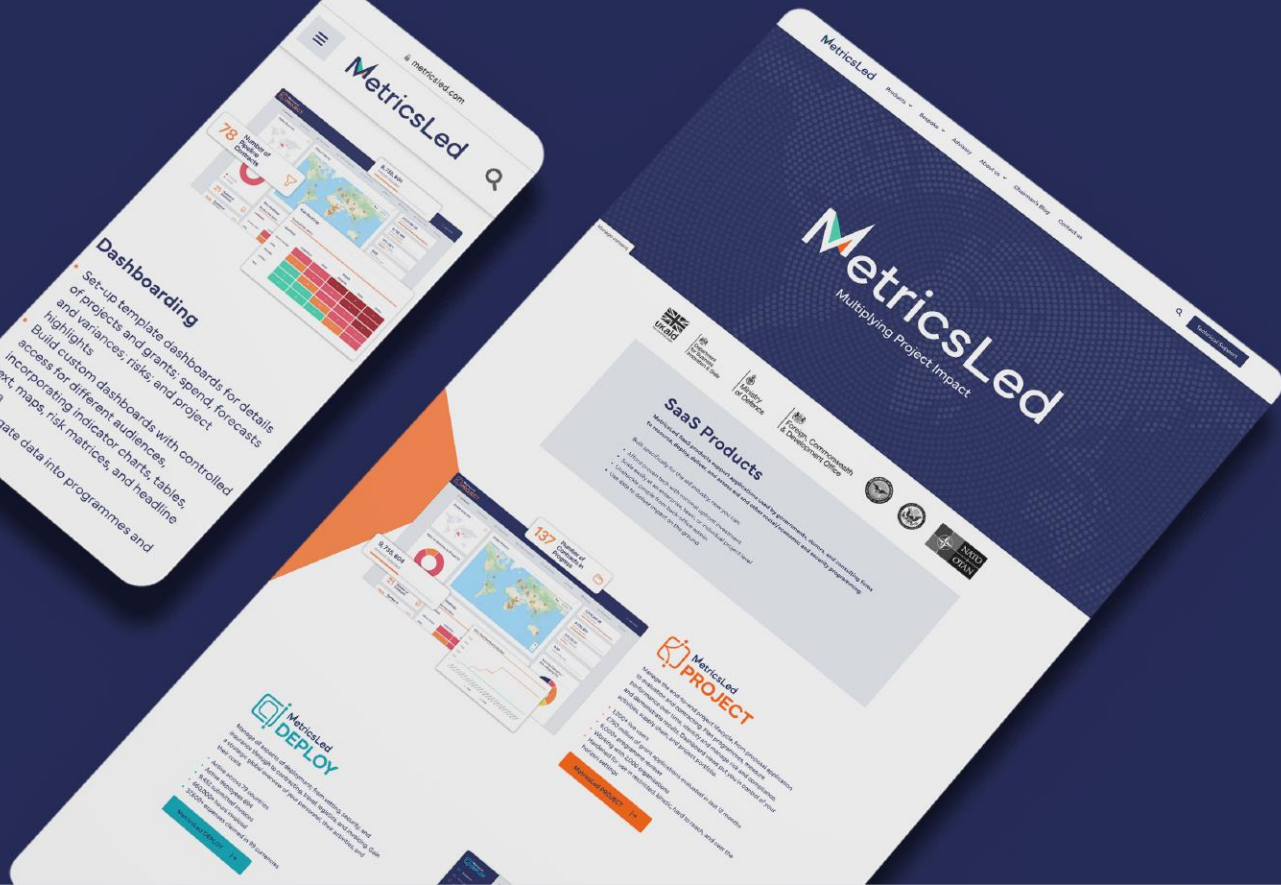
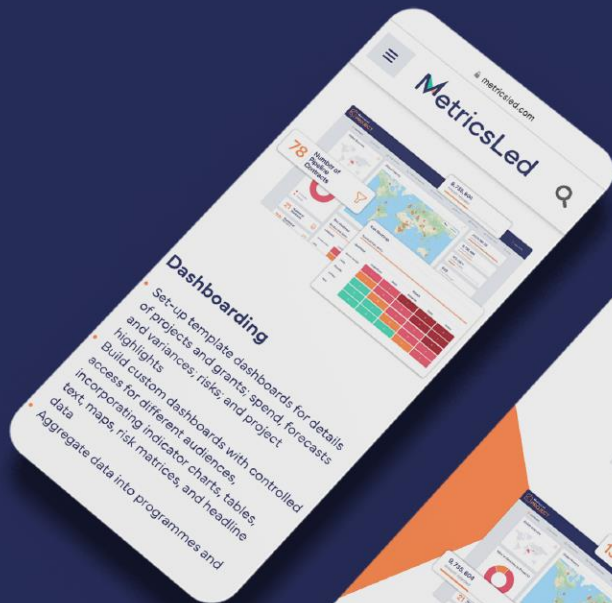




The world is a fragile place,
full of risks and uncertainty

MetricsLed

www.metricsled.com

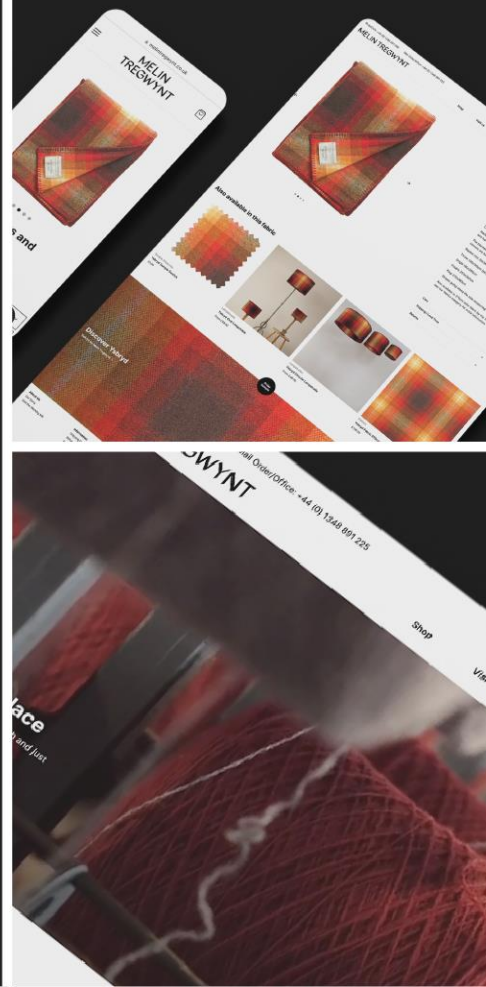
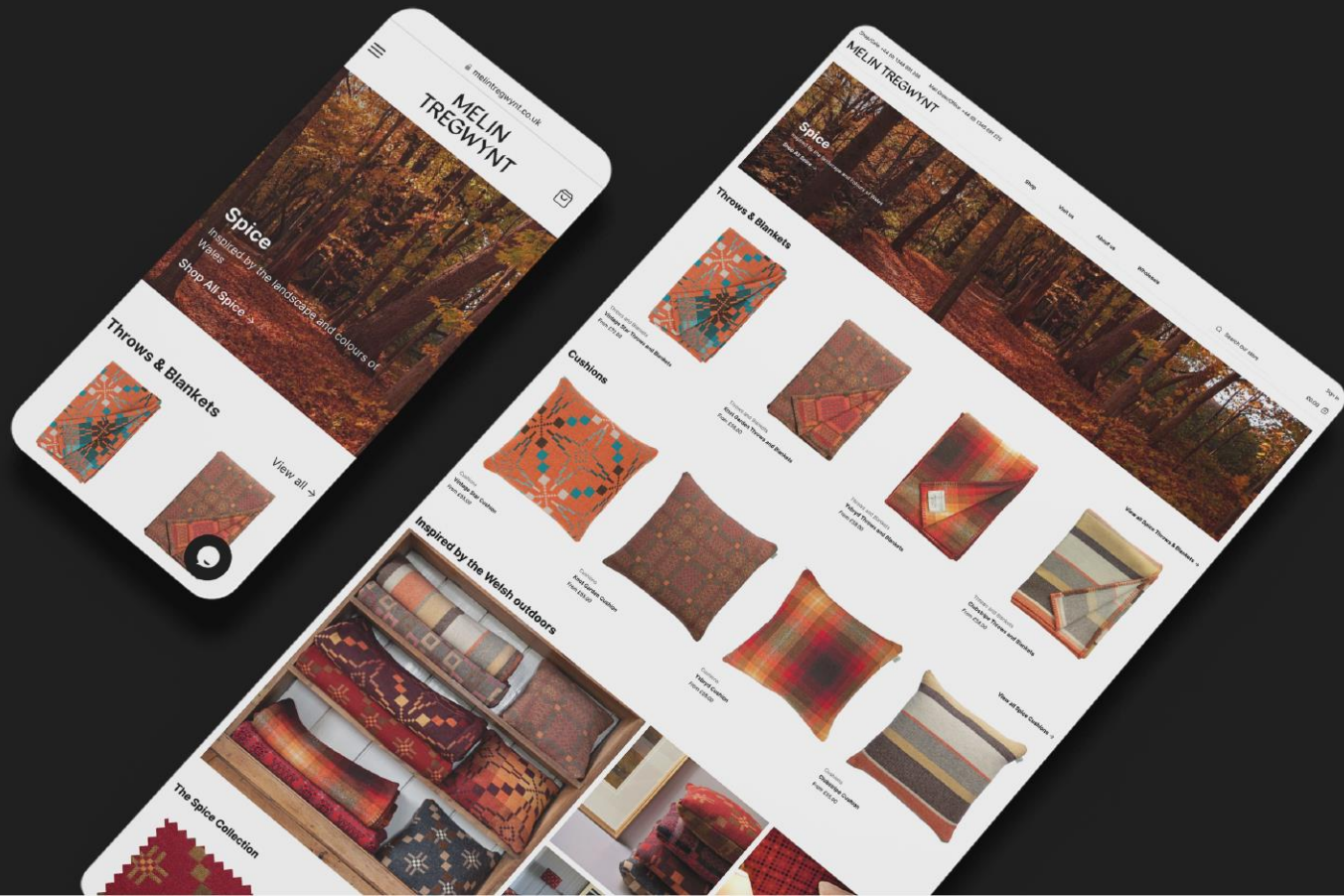


MELIN TREGWYNT



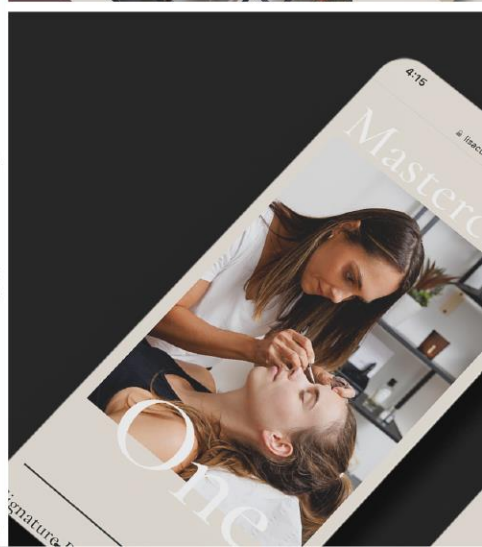
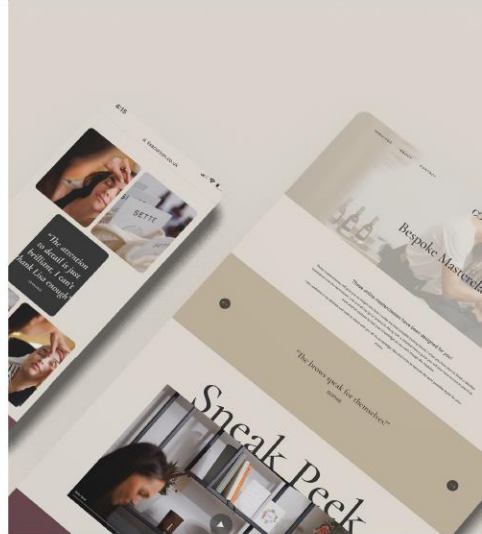
Melin Tregwynt

www.melintregwynt.co.uk



Liza Curzon

www.lisacurzon.co.uk





Royal Devon Hospitals Charity

Going *over* and *above* for your local NHS





you!
 our brand guidelines or how to apply them, please don't hesitate
 team via info@rdhcharity.co.uk, they're always happy to help



Logomark

We can use the logomark separately from our primary logo, but there are some guidelines that we need to follow. The logomark should only be used in two specific situations:

1. When the stocked and/or landscape logo are too large for the available space.
2. When it serves as a branded asset in design materials.

Whenever possible, we should use the primary logomark as our first choice. This will help to ensure visual consistency across all of our branding materials. If we need to place the logomark on the 'Royal Purple' background use the secondary logomark. This is because the primary logomark will not be visible against the dark background.

The logomark can be used in a variety of colours from our brand palette. However, it should not be used alone as a representation of the Royal Devon Hospitals Charity unless it is being used on clothing merchandise.

Chapter 2: Logo usage



Page 10

Chapter 3: Colours



Logo size and clear space

Here are some tips for using our logo:

- Make sure the logo is always prominent and easy to read
- Leave some space around the logo so that other elements stand out
- The minimum amount of space you should leave is the height of the capital letter 'R' in all
- smaller than 75px for digital spaces or
- 20mm for print
- This will make the logo too small
- logo correctly. Thank



Logo clear space



Minimum digital logo size



Minimum print logo size

Page 9



Typefaces

Typography is a big part of our brand, and it helps us communicate our tone and personality. We want our brand to be cohesive and memorable, so we use the same fonts throughout our materials.

Our primary typeface is **Chelsea Market**, which we use for headings, our secondary brand font is **Quicksand**, which we use for body text. The preferred font weight for body text is Quicksand Medium, but you can use other weights if you think they're more appropriate.

We want to keep our fonts consistent, so we never replace or substitute them. Both typefaces are available for free on **Google Fonts**.

Chapter 4: Typefaces





Priority 3: Supporting a More Effective Justice System

Priority 3: Supporting a Restorative Justice System

I am committed to working with criminal justice partners to tackle the challenges faced by our communities by influencing and advocating change and improving the experience for victims and witnesses.



 Cumhuriyet Halk Partisi
 Millî Eğitim, Gençlik ve Spor Bakanlığı
**Police and Crime
 Plan 2025-29**
 Building Trust
 in
 Justice in

Plan 2019

Improving Trust and Confidence in Local Policing



Context

Our Area

The Dyfed-Powys Police area covers the largest area in England and Wales, accounting for over two thirds of Wales' landmass. Dyfed-Powys Police is responsible for policing four local authority areas, encompassing two health boards, two international ferry terminals, two national parks and over 8,500 miles of road.

Our People

Our People

Overall, the region has a growing and diversifying population. According to the latest Census data (2021), the resident population of the four counties served by Dyfed-Powys Police was 515,899. Out of the 19 ethnic British people made up the largest percentage of the population (94.1%).

Census, white British people made up the largest percentage of the population (94.1%), followed by people in the white, other (2.5%) and Asian, other (0.5%) ethnic groups.

Polic continues to strive to ensure its workforce is representative of the communities it serves.

Dyfed-Powys Police continues to strive to improve the diversity of its workforce in order to ensure that we are more representative of the communities that we serve. By March 2024, 47% of the total workforce were female, however women were predominantly employed as police staff (62% compared to 37% of officers). The majority of Dyfed-Powys Police's workforce self-reported as white (70%), English/Welsh/Scottish/Northern Irish (70%), 14% self-reported as white other, with 27% preferring not to say or not completing the self-report.



29% of our communities can speak Welsh, 16% in Powys, 45% in Ceredigion, 40% in Carmarthenshire and 7% in Pembrokeshire. At the end of March 2024, 1,986 (87%) of the Dyfed-Powys Police workforce could speak Welsh to at least level one; all includes names, place names, police vocabulary: basic greetings and how to hold a basic conversation fully.

At the end of March 2024, Dyfed-POrys Police had 1,307 Police Officers, 951 Police Staff, 40 Special Constables and 24 Volunteers.

Roles and responsibilities

As your Police Officer, I have a number of statutory functions and priorities

- Set the strategic direction for the Service
- Support and engage with communities and act as the voice of the public on policing and crime matters
- Work closely with community safety and criminal justice partners to ensure that wider criminal justice system is effective and efficient at keeping people safe, supporting victims and bringing people to justice
- Commission services to help make communities safer and to support victims and other vulnerable people
- Hold the Chief Constable to account for the effective delivery of police services
- Publish information to enable you to assess both his performance and the work of the Chief Constable of Dyfed-Powys Police
- Appoint, and if necessary, dismiss the Chief Constable
- Provide an annual statement of performance of the Government of Wales against the UK Government's Crime and Policing measures
- Work closely with the Police and Crime Panel to allow them to effectively scrutinise and support the work of the Police and Crime Commissioner
- The Chief Constable is responsible for safeguarding our communities through the delivery of efficient, effective and responsive policing. The Chief Constable is responsible for operational resources and making the management of police services and expenditure by the police service and investigating complaints and conduct matters against police officers below the rank of Chief Constable and staff



**Contact the Police and
Crime Commissioner for
Dyfed-Powys:**

**Crime Commis-
Dyfed-Powys:**
Office of the Police and Crime Commissioner,
20 Box 99, Llangunnor, Carmarthen, SA31 2PF
01497 6440

- PO Box 99, L
01267 226440
opcc@dyfed-powys.police.uk
dyfedpowys-pcc.org.uk
us on soc

Connect with us on social media:





**Tai Merthyr
Merthyr Housing**













**“A brand is not what you say
it is. It's what *they* say it is.”**

Marty Neumeier, Brand Author

Branding
**Fundamentals
of marketing**

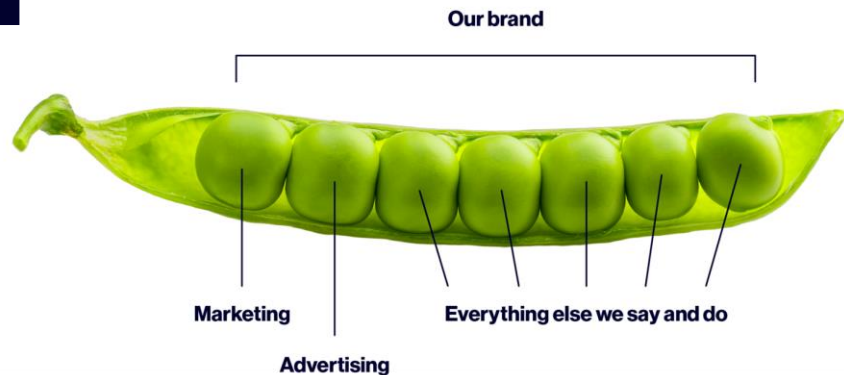
Brand
Routes to Market
Brand Experience

Branding

What is a brand

A common misconception is that branding is only relevant to the marketing department.

The truth is, your brand is the result of **everything you say and do.**



waters

Branding

What is a brand?

A brand is **not just a logo** or visual identity

It influences **how people feel** towards your business

It is **every piece** of communication you create

A brand is **a person's gut feeling**

And... it is what audiences say about **you**

waters

Branding Brand

A good brand

- Creates a memorable impression
- Establishes trust
- Sets expectations
- Is the 'Face' of your business
- Provides a framework for advertising
- Builds financial value
- Inspires employees
- Generates new customers

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Branding Brand

Simply put, your
brand is **your**
promise to your
customer

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Branding Brand

A brand is a
company's
most **valuable**
asset

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Branding Brand

Brands increase or decrease in popularity because of how consumers **feel** about them

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Branding Brand



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Lets take water

- Evian makes you feel young
- Perrier is refreshing, bubbling and sexy
- Fiji Water is pure, healthy and natural
- VOSS – exceptional purity a uniquely fresh, clean taste

Same product, different positioning...

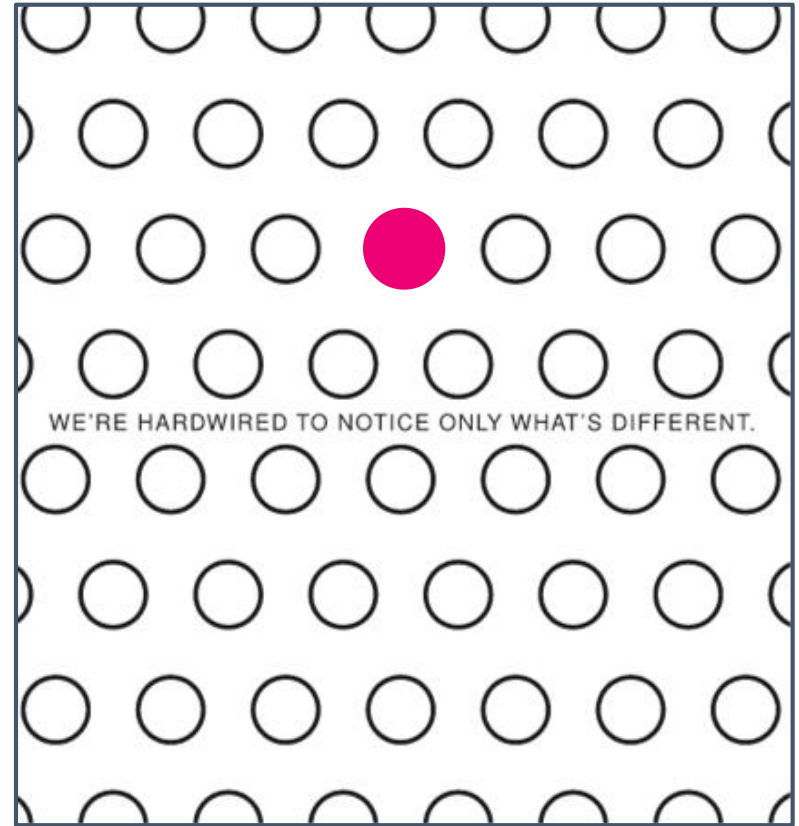
Branding

Branding is deliberate differentiation

What can you offer that no one else can?

What makes you the only option?

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Branding Brand

Brand promotion

- Get a great logo.
- Write down your brand messaging.
- Integrate your brand.
- Create a "voice" for your company that reflects your brand.

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Branding Brand

Brand promotion

- Develop a tagline.
- Design templates and create brand standards for your marketing materials.
- Be true to your brand.
- Be consistent.

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Branding Brand

Brand impact



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Branding Brand

A **brand story** recounts the series of events that sparked your company's inception and expresses how that narrative still **drives your mission** today.

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Branding Brand

Branding is not about
selling...it's about

**Story
Telling**

waters

Branding
Brand

It's about being...

Authentic

waters

Branding
Brand

Stories put people above
product, and

Engage
audiences

waters

Branding

Ideal Purchaser

Where do they work?

Why would they pick your product?

What problems does it solve for them?

What sells it to them?

Notes:

waters

Branding

Barriers to purchase

What would be your top 5
barriers?

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Branding

Competitors

Who are they?

Who communicates well?

Who's style do you feel works?

How are you different?

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Branding

Purchasing decisions

Positioning statement

We offer {product / service}
{target market} to {value
proposition}.

Unlike {the alternative}, we {key
differentiator}.

We offer coffee subscriptions to
make it easy for people to try
different coffees sourced from
around the world.

Unlike Starbucks, we provide
huge variation and a story behind
every blend.

Branding

The future

Picture this: 5 years from now, your brand is on the front page for achieving something truly outstanding.

What does the headline say?

Have you cured a problem?

Grown to be the biggest?

Changed the way people do something?

What does success look like?

Examples:

Alzheimer's Association

Our vision is a world without Alzheimer's disease.

Google

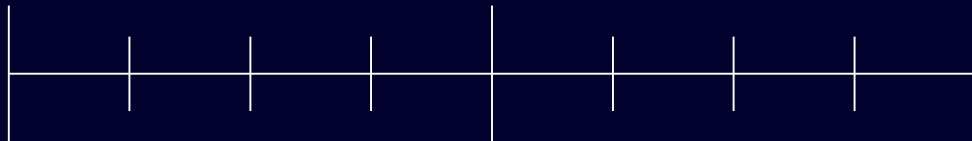
Our vision is to organise the world's information and make it universally accessible and useful.

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Branding
Visual preference

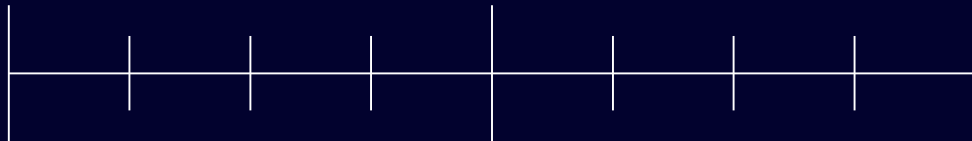
The design spectrum

Image heavy



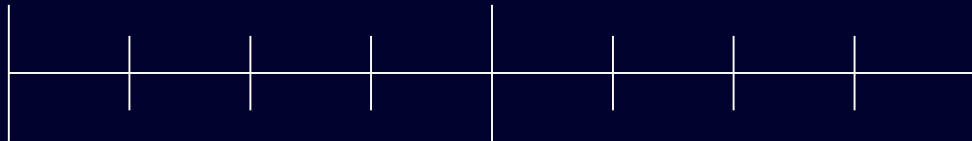
Typographic

Elaborate



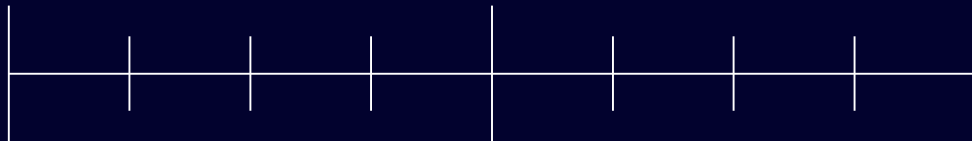
Minimalistic

Colourful



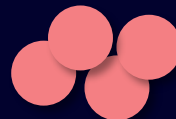
Monochromatic

Animated



Static

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Branding
Visual preference

Colour preference

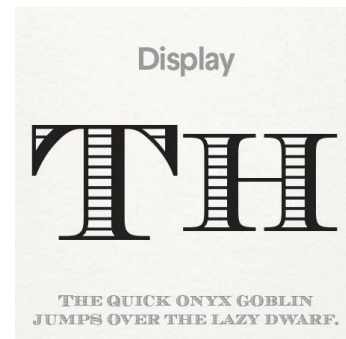
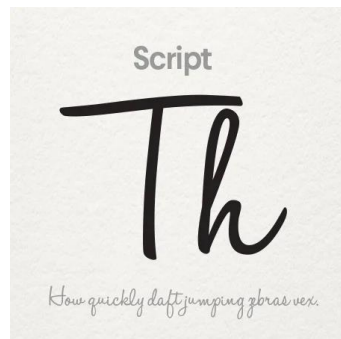
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COLOR EMOTION GUIDE



Branding
Visual preference

Typefaces



waters

Branding
Visual preference

Typefaces and personality

waters

Serif

classic, traditional,
trustworthy

Playfair Display
Times New Roman
EB Garamond
Lora

Sans-Serif

modern, minimal, clean

Roboto
Open Sans
Lato
Source Sans Pro

Slab Serif

bold, quirky, confident

Courier New
Roboto Slab
Alfa Slab One
Arvo

Script

elegant, unique

Kaushan Script
Petit Formal
Dancing Script
Satisfy

Handwritten

informal, artistic

PERMANENT MARKER
Patrick Hand
AMATIC SC
Just Another Hand

Decorative

stylized, distinctive,
dramatic

Fredericka
Fredoka One
Lobster Two
BANGERS



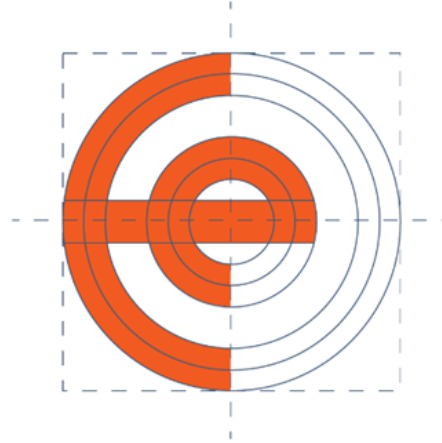
Envico Engineering

Brandmark evolution



1.

The original Brandmark



2.

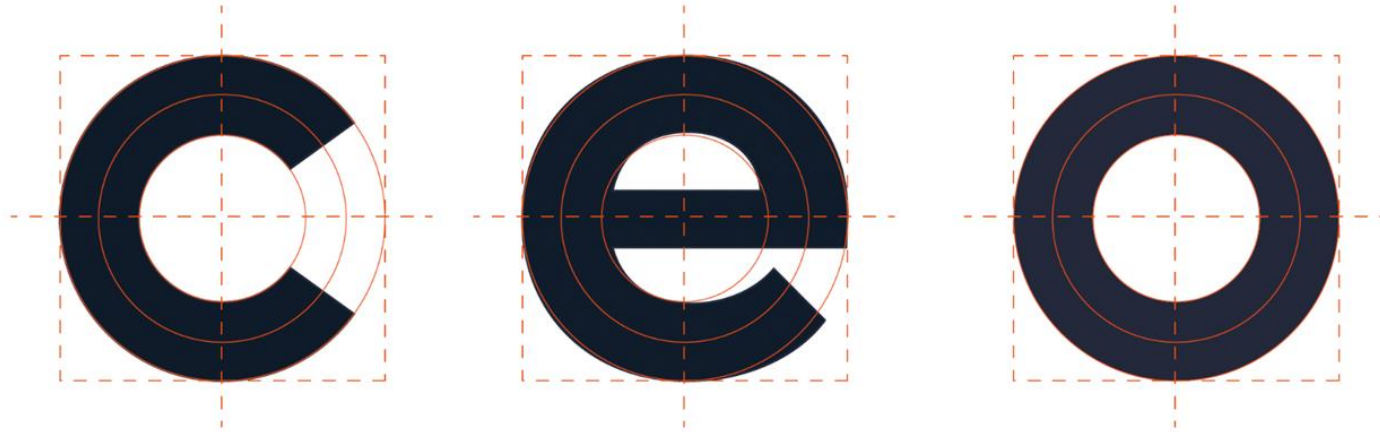
Drawing inspiration from both uppercase and lowercase 'E', the brandmark has been reconfigured to fit a uniform grid system. This approach introduces a balanced harmony in terms of line thickness, negative space, and overall shape. This evolution effectively emphasises the precise nature in the field of engineering.



3.

The refreshed mark introduces a sleek, contemporary appeal to the Envico Engineering logo, while still preserving the visual characteristics that have become synonymous with the original Envico Engineering brandmark.

Typeface evolution



Brandmark typeface

The typeface for the logo has been updated to match the new brandmark. It was important to choose a typeface that would continue the precise circular theme. The letters "c", "e", and "o" in the company's name have rounded edges, which ensures a seamless transition between the brandmark and the name. Sofia Pro was the preferred choice of font because of its rounded letter forms and clean, modern aesthetic.



Colours

Colour Types

RGB
CMYK
Pantone
Hex Code

For digital use (websites, slides)
For print materials
For specific colour matching, especially
in printing and spot colour
For web designed online only documents

Rich Black

Oxford Blue

Silver Lake

Orange

Magnolia



6 Brand guidelines
August 2023

Typeface evolution



typeface

has been updated to match the new brandmark. It's important to choose a typeface that would continue the
"C", "e", and "O" in the company's name have rounded edges, which ensures a seamless transition between
Pro was the preferred choice of font because of its rounded letter forms and clean, modern aesthetic.



Typeface

The primary typeface has been
chosen of font because of its no
available for purchase from www.my
subscriptions where the commercial type
the system font Helvetica.

Commercial typeface

Sofia Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sofia Pro SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sofia Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

1 Brand guidelines
August 2023

Go

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

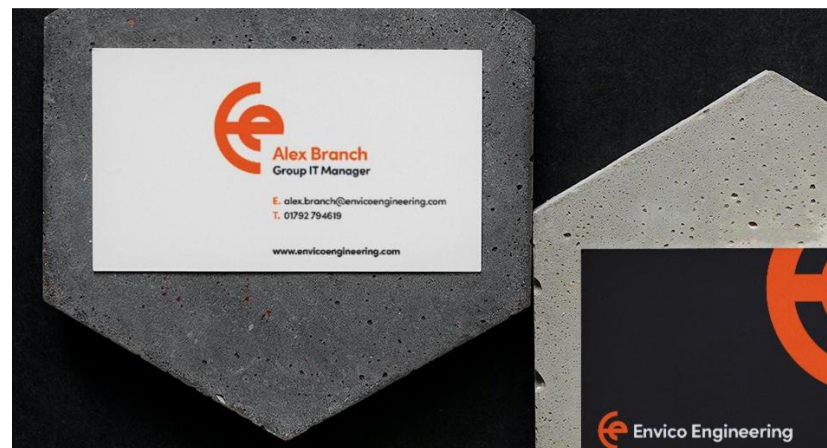
Poppins Semi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

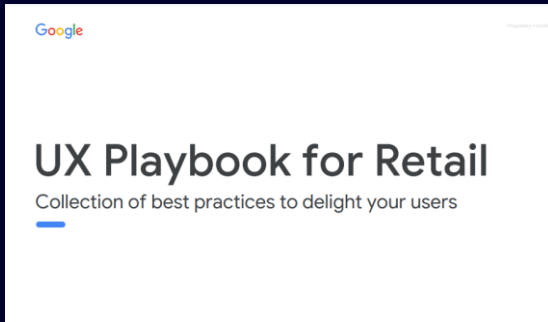
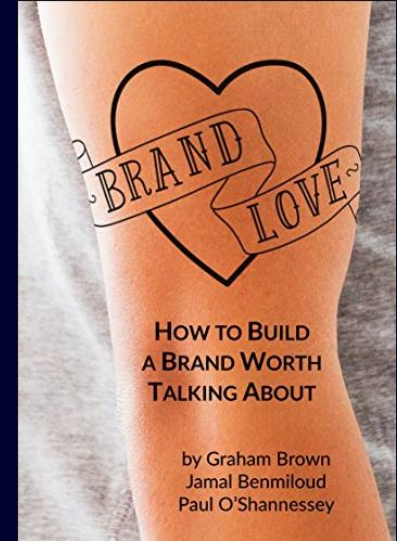
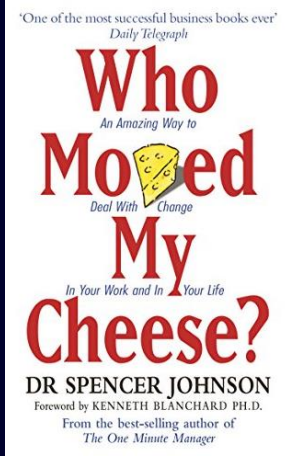
Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

<https://dribbble.com/team/poppins/Poppins>



Recommended Reads



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Lasting thoughts

Questions?

Twitter: @RachaelatWaters

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