BUILDUK

Leading the Construction Industry

Our Brand Book
The Build UK brand and how it works.

THE IMPORTANCE OF OUR BRAND

In today's marketplace, the correct positioning of our business is crucial.

Our members and stakeholders need to have a clear understanding of who we are, what we do, how we do it and what we stand for as an organisation.

This is where our branding comes in. It helps us to engage with our audience in a positive way, so they understand what value we can bring to their business.

Our brand book sets out the rules on how to apply the various elements that make up our visual identity.

WHO WE ARE

Build UK provides a strong collective voice for the contracting supply chain in construction.

We bring together the industry's largest Main Contractors and 40 leading trade associations representing over 11,500 Specialist Contractors.

Providing influential and dynamic leadership, Build UK ensures a joined up approach from the supply chain, making it the 'go to' representative organisation for the construction industry.

WHAT WE DO

Build UK focuses on key industry issues that will deliver change and enable the contracting supply chain to improve the efficiency and delivery of construction projects to the benefit of the industry's clients.

• Fair Payment

• Health and Safety

• Image of the Industry

• Pre-Qualification

• Training and Skills

OUR BRAND IDENTITY

To communicate our brand, we need to create, deploy and consistently maintain many elements.

These include our name, logo, strapline, colour palette, typography and imagery.

These elements form the basis of our brand identity.

Our logo

Full Logo

Full Logo Reversed

Full Logo Reversed over photography

Full Logo Mono

Full Logo Mono Reversed

The Flag - used as a signature
or for decorative purposes

Text of Logo – not to be used without the 'flag'

Our logo

The logo consists of the Build UK name, the 'flag' and the strapline. This is a unique piece of artwork that has been designed specifically for our brand.

It is our primary brand identifier and where possible it must appear in every Build UK communication.

Never, under any circumstances, should the logo artwork be altered or re-created. Only use the approved files when reproducing and applying the Build UK brand.

It is not permissible to use the text of the logo without the 'flag' but the 'flag' may be used on its own as a signature or decorative device.

There is a mono version of the logo which is permissible in instances where only one colour is available, but this version of the logo should only ever be used when such restrictions apply. Every effort should be made to reproduce the colour version of the logo in the first instance.

There is a reversed version of the logo for use specifically on darker colour and photographic backgrounds.

Exclusion zone restrictions

Minimum size usage

35mm

Mini logo (small use only)

below 35mm and no smaller than 20mm

Exclusion zone restrictions

The Build UK logo should always be surrounded by a generous field of clear space to ensure its legibility and impact on the page. This isolates the logo and protects it from competing visual elements such as text and supporting graphics.

The minimum amount of space that should surround the logo in any application is equal to the size of the **"B"** in the Build UK logo.

It is permissible to place either the positive or reversed version of the logo over a background image, see examples on page 6.

Minimum size usage

At extremely small sizes, the readability of the logo becomes compromised due to the size of the strapline text. To ensure that the logo is always legible, it should never be reproduced in its full form any smaller than **35mm** in width.

Mini logo
(small use only)

There is a mini logo which can be used in extreme cases where reproduction is required on very small items such as pens and the strapline would not be legible **(i.e. below 35mm logo width and no smaller than 20mm).**
This is shown here and should only ever be used in extreme cases.

Never, under any circumstances, should the logo artwork be altered or re-created.

Only use the approved files when reproducing and applying the Build UK brand.

Our member logos

Our member logos

Build UK has three types of member logo:

• **Contractor Member**

• **Trade Association Member**

• **Specialist Contractor**

Organisations may only use (display) the logo that defines their membership status. They must never redraw or attempt to alter these logos in any way. They may display the appropriate logo on any communication or promotional materials including vehicle liveries and clothing.

Contact us at **Marketing@BuildUK.org** for:

• The supply of member logo artwork files

• Help and advice on applying the member logos correctly

• Approval of proofs

Incorrect application or deployment of the Build UK member logos may compromise our brand.

Our typography

Proxima Nova Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Proxima Nova Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Proxima Nova Semi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Proxima Nova Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Lucida Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Our typography

Typography is another essential piece of the Build UK identity system. The consistent use of the selected typeface families throughout Build UK applications must be adhered to in order to maintain the integrity of the brand.

Proxima Nova has been chosen as the Build UK font. It has become a popular web font due to its modern proportions and geometric appearance. The overall family consists of 48 fonts (eight weights in three width with italics) and is readily available.

Lucida Sans has been selected as the Build UK in-house font. This should be used for (but not limited to) letter writing, presentations and emails where Proxima Nova is not available.

THE BENEFITS OF BEING A MEMBER

Main Headlines:
Proxima Nova Bold. Uppercase and using the corporate navy.

A strong collective voice for the contracting supply chain

Sub Headlines:
Proxima Nova Bold. Lowercase and using the corporate turquoise.

Build UK brings together the industry's largest Main Contractors and 40 leading trade associations representing over 11,500 Specilaist Contractors.

Lead in copy or text highlight:
Proxima Nova Semi Bold. 10pt on 12pt leading. Text colour 90% black.

Vivamus vulputate leo lectus, quis malesuada orci vestibulum cursus. Suspendisse vel mi nulla. Donec mattis mi quis massa euismod, ultrices mollis turpis sollicitudin. Curabitur maximus feugiat arcu ut ultricies. Pellentesque ut massa porta, interdum mauris et, vulputate arcu. Aliquam velit erat, pellentesque non sodales nec, maximus non tellus. Vestibulum non volutpat odio, at mollis odio.

Interdum et malesuada fames ac ante ipsum primis in faucibus. Ut imperdiet interdum arcu, id vestibulum massa gravida gravida. Etiam fermentum nunc mauris, id tristique erat rutrum nec. Nunc dapibus nisi dolor, malesuada pretium dolor venenatis non. Etiam vulputate diam vel mi pretium, in malesuada nibh convallis.

Body copy:
Proxima Nova Light. For clarity this copy should be no smaller than 10pt on 12pt leading. Text colour 90% black.

Sample typography

Here is an example of a typical typographical hierarchy, using an upper case and sentence case structure to create an engaging copy platform.

Build UK Navy

Pantone: 275 C

C:100 M:100 K:7 K:56

R:32 G:23 B:71

Hex: #201747

Websafe: #330033
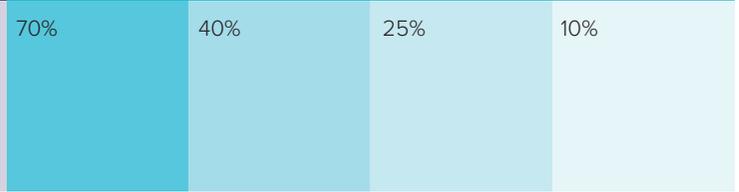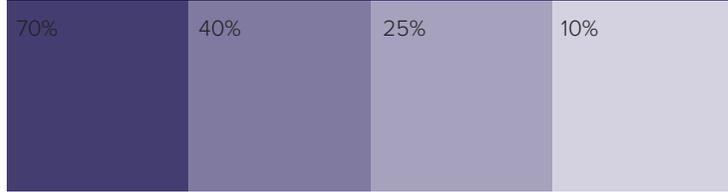
RAL: 5022

Build UK Turquoise

Pantone: 3125 C

C:84 M:0 K:18 K:0

R:0 G:174 B:199

Hex: #00aec7

Websafe: #0099cc

RAL: 5018

Our primary colour palette

Four colour process printing of the Build UK logo is recommended whenever possible to ensure consistency across all printed materials.

CMYK values for four colour process printing have been selected to match the Pantone® colours of the logo.

CMYK, Pantone®, RGB and Web values are provided here.

| 70% | 40% | 25% | 10% | 70% | 40% | 25% | 10% |

Build UK Navy

Pantone: 275 C

C:100 M:100 K:7 K:56

R:32 G:23 B:71

Hex: #201747

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Build UK Turquoise

Pantone: 3125 C

C:84 M:0 K:18 K:0

R:0 G:174 B:199

Hex: #00aec7

Websafe: #0099cc

RAL: 5018

Fair Payment

Health and Safety

Training and Skills

Pre-Qualification

Image of
the Industry

Our secondary colour palette

A secondary palette of eight colours has been created to complement the primary identity colours. Five of the secondary colours are reserved specifically to help distinguish the communications of our five priority issues.

• Fair Payment

• Health and Safety

• Image of the Industry

• Pre-Qualification

• Training and Skills

These colours must not be used for anything other than supporting the communication of the issues they relate to. Three further colours are approved for use on any other materials.
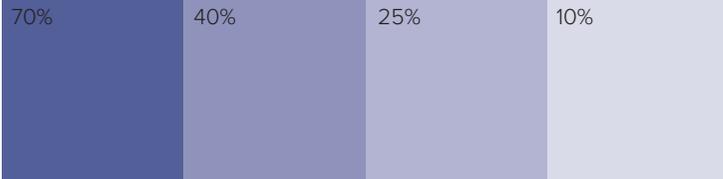
Four colour process printing is recommended whenever possible to ensure consistency across all printed materials.

CMYK, Pantone®, RGB and Web values are provided here.

Fair Payment

Pantone: 280 C

C:100 M:85 K:5 K:22

R:1 G:33 B:105

Hex: #012169

Websafe: #003366

RAL: 5026

70%	40%	25%	10%

Health and Safety

Pantone: 347 C

C:93 M:0 K:100 K:0

R:0 G:154 B:68

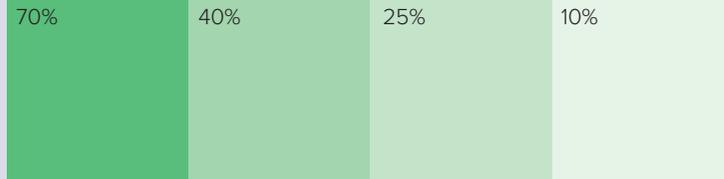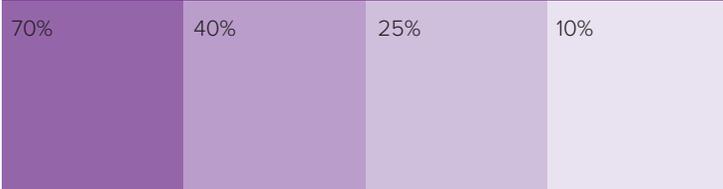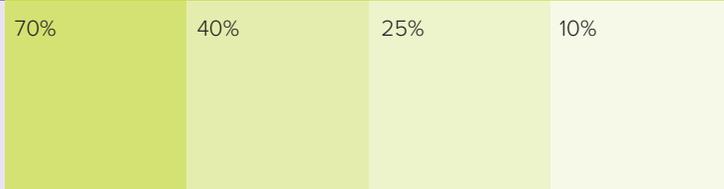Hex: #009a44

Websafe: #009933

RAL: 6037

70%	40%	25%	10%

Image of the Industry

Pantone: 2602 C

C:65 M:100 K:0 K:0

R:135 G:24 B:157

Hex: #87189d

Websafe: #330033

RAL: 406

70%	40%	25%	10%

Pre-Qualification

Pantone: 382 C

C:28 M:0 K:100 K:0

R:196 G:214 B:0

Hex: #c4d600

Websafe: #cccc00

RAL: 1016

70%	40%	25%	10%

Our secondary colour palette continued

These colours must not be used for anything other than supporting the communication of the issues they relate to. Three further colours are approved for use on any other materials.

Four colour process printing is recommended whenever possible to ensure consistency across all printed materials.
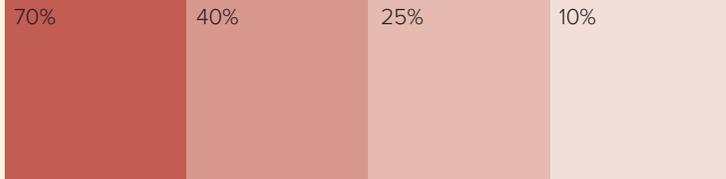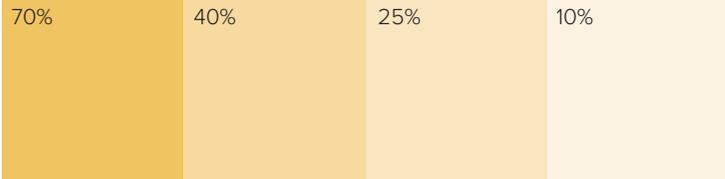
CMYK, Pantone®, RGB and Web values are provided here.

Training and Skills

Pantone: 124 C

C:0 M:27 K:100 K:8

R:234 G:170 B:0

Hex: #eaaa00

Websafe: #ff9900

RAL: 1003

| 70% | 40% | 25% | 10% |

Other

Pantone: 187 C

C:7 M:100 K:82 K:26

R:166 G:25 B:46

Hex: #a6192e

Websafe: #990033

RAL: 3031

| 70% | 40% | 25% | 10% |

Other

Pantone: 7442 C

C:50 M:75 K:0 K:0

R:150 G:60 B:189

Hex: #963cbd

Websafe: #9933cc

RAL: 4008

| 70% | 40% | 25% | 10% |

Other

Pantone: 314 C

C:100 M:5 K:14 K:17

R:0 G:127 B:163

Hex: #007fa3

Websafe: #006699

RAL: 5021
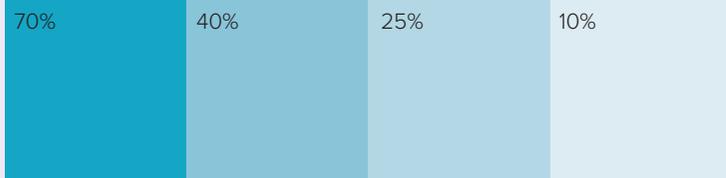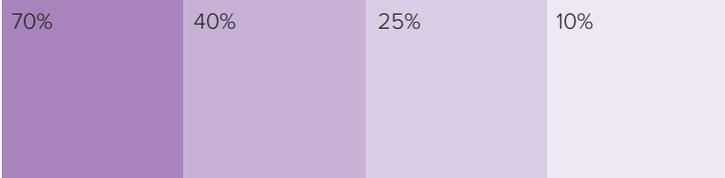
| 70% | 40% | 25% | 10% |

Our secondary colour palette continued

These colours must not be used for anything other than supporting the communication of the issues they relate to. Three further colours are approved for use on any other materials.

Four colour process printing is recommended whenever possible to ensure consistency across all printed materials.

CMYK, Pantone®, RGB and Web values are provided here.

For more information on our brand identity or to request Build UK visual assets, please contact:

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in @Build UK

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