

mmmmaking the most of our brand



pabulummm
HONESTLY GOOD FOOD

ummm

OH, WHAT A LOVELY BRAND

“A strong brand position means the brand has a unique, credible, sustainable, and valued place in the customer’s mind. It revolves around a benefit that helps your product or service stand apart from the competition.”

Scott Davis, Brand Asset Management

Our brand is gorgeous. It’s also unique. So you’ll agree that something so special should be cherished and nurtured. After all, our business depends on it. It is quite simply what connects us to our customers. So it’s much more than just a logo; it’s Pabulum personified. And guess what? We’re actually rather nice!

Of course, you make our brand what it is, which is why what follows should not be viewed as a laborious set of rules that have to be adhered to. This document represents the life and soul of our brand. So we urge you to come to it with an open mind. Prepare to be surprised, and we hope delighted, at the freedom it gives you to express yourself under the Pabulum banner.

Enjoy!



**Just look at our lovely new logo!
It is quite simply delicious, so enjoy
showing it off. Then sit back and lap
up the admiring glances. Here are
a few tips on how best to make our
logo shine:**

The logo components are in a fixed relationship and should not be changed in any way. Reproduction of the logo should be from the master logo supplied by Pabulum.

The logo has been supplied in a digital format for both pc and mac platforms.

Clear space

A logo needs clear space around it to retain its strong visual impact. The minimum clear zone consists of a margin of space around all four sides of the logo.

The margin of space for the Pabulum logo is the width of a Pabulum lowercase m. This is a minimum. The more clear space you can give around the logo the stronger and more confident it will appear.

The logo position

There are two instances when the logo position is fixed. When used on a front cover the Pabulum logo should always be at the bottom right corner. On our letterhead and compliments slip the logo appears top right-hand-side.

The minimum size

The smallest size that the logo should appear is 47mm wide.

Pabulum group logo - positive



Pabulum group logo - negative



Clear space



Minimum size



These are the only tinted spectacles we want to be seen through.

Here's the breakdown of how the tints in our logo work.



We don't like telling you what you can't do, but let's face it, things could get messy. So here are a few hints on how to keep us looking peachy:

In order to present a consistent brand here's a list of things you should not do with the Pabulum logo:

1. Do not change the tint values of the extra ms
2. Do not use any other colours other than those specified for the group logo and the 3 sub-brands
3. Do not move the position of the tagline
4. Do not alter the size of the tagline
5. Do not condense the logo
6. Do not expand the logo



We like to keep things in the family, so here's how to use our sub-brands:

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FOR BUSINESS

Pantone 242. 2nd m prints 60%. 3rd m and FOR BUSINESS prints 20%

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FOR BUSINESS

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FOR SCHOOLS

Pantone 159. 2nd m prints 60%. 3rd m and FOR SCHOOLS prints 20%

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FOR SCHOOLS

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FOR FURTHER EDUCATION

Pantone 5285. 2nd m prints 60%. 3rd m and FOR FURTHER EDUCATION prints 30%

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FOR FURTHER EDUCATION

We're a colourful bunch, but sometimes we like to look cool and sophisticated in black and white. Here's how:



Our colour palette

Now we're talking! Down with nasty E numbers! Kiss goodbye to artificial additives. We're honestly good, so we've put together a colour palette to match. It's organic, natural, back to source, root to fork, of the earth. Colours you'd see in a rich, rural landscape, not the garish, brashness of a neon metropolis.

Rule of thumb for colours:

Human

No artificial colours

Natural

Fresh

Delicious

Wholesome

The gorgeous earthy green used in our logo is Pantone 620.
Pantone 612 is used in support.

Our secondary palette is there to complement and can be used, for example, on inside spreads of brochures.



C0 M5 Y100 K55



c0 m2 y100 k20



c0 m73 y100 k80



C0 M66 Y100 K7



C10 M100 Y0 K49



C47 M64 Y28 K0



C0 M32 Y35 K25



C44 M0 Y35 K20



C31 M27 Y0 K20

Our typeface

Letters on a page say a lot more about us than you'd think.

It's a bit of a mouthful, but it looks great. MotterCorpusEF is the one for us. It's our brand font and the font used in our logo. The only other use permitted for this font is on front covers and display headings.

Once inside a communication, when headlines tend to be longer, Bell Centennial should be used.

Bell Centennial

Two weights are used: Bell Centennial name and number and Bell Centennial sub-caption.

Headlines are set in Bell Centennial name and number.

Subheads and body copy are set in Bell Centennial sub-caption.

Minimum size, 9pt on 13pt leading.

Internal communications

For documents you are producing in-house that cannot be printed out using the main brand font – for example, email and excel spreadsheets – we default to Arial. Note the word 'default' i.e. only use it if you have to. We look so much nicer in Bell.

Bell Centennial name & number

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bell Centennial sub-caption

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Pabulum mmms

No other catering company has these, so protect them with your life!

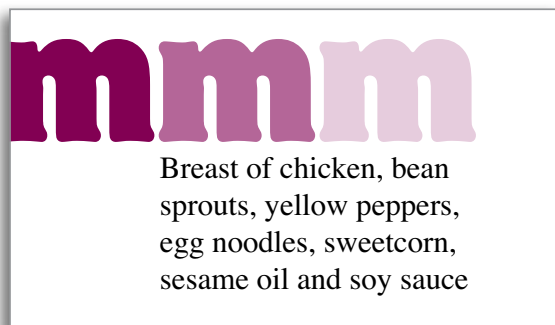
There are three ways to use the Pabulum three ms. When used with the tagline the u of Pabulum bleeds off the left-hand-side.

When used without the tagline, and as part of a headline, the first m bleeds off the left-hand-side.

When used without the tagline, and not as part of a headline, the first m bleeds off the left-hand-side.



Reverse of our compliments slip



Tent card



Loyalty card

Design Notes:

When the mmms are used as a pre - headline and the item is printing in just one colour the order of the tints reverses. On the loyalty card the first m prints 20% and the second prints 60%

Our tone of voice

Look, we're nice people. So that means when we write stuff it needs to be friendly. We're also down-to-earth, so no fancy language, just good old Plain English please! We're also an honest bunch, so make sure your writing is transparent. No hidden agendas, no reading between the lines. Just straight and simple. Keep it short and sweet is a good rule of thumb. Always respect your reader and never take liberties with their goodwill and trust in our brand. Don't be scared of humour. It can do wonders for breaking the ice.

Don't forget our core brand values, which are:

Committed

Caring

Honest

Open

Flexible

Personal

Consistent

So our rule of thumb on language should be:

Plain English

Down to earth

Honest

Genuine

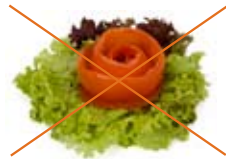
Friendly

Warm

Our photography

Photographs chosen for Pabulum literature are a strong representation of our brand. Every photograph used on a communication should say 'enjoying food' whether this is a farmer proudly harvesting a crop of tomatoes or a child taking a huge bite of a delicious watermelon.

Food shots - to emphasise our fresh from the field approach, food should be shown in situ. For example, freshly dug potatoes in the earth, fruit still on the tree. We should not show over-styled studio shots of food, cut out on to a white background or shot against bright or vivid backgrounds.



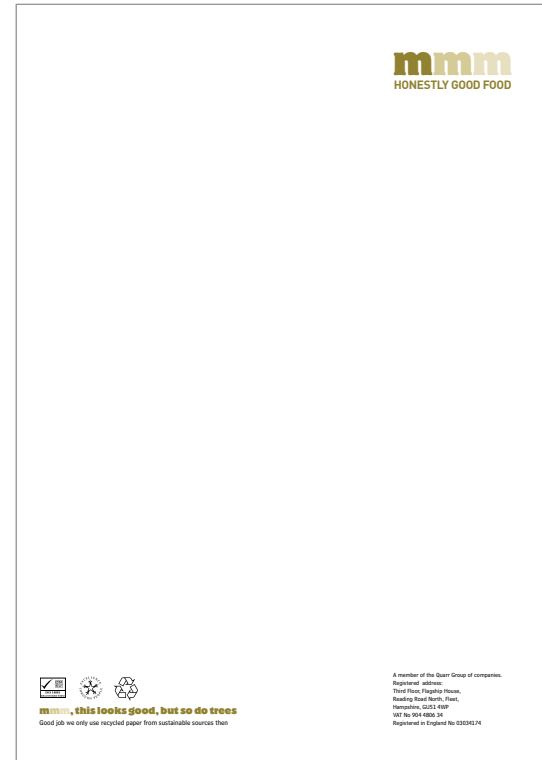
Food producers - showing images of people in the field, proud of the food they are nurturing illustrates that Pabulum works with suppliers who care about the food they produce. It also reassures customers about the provenance of the food itself.

Every photograph should say 'enjoying food' whether that's growing it or eating it. It has to have 'mmm' factor!

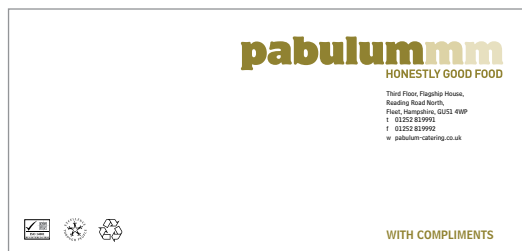


Our stationery

Make sure you keep us looking smart because first impressions matter!



Letterhead and continuation sheet



Compliments slip front...



...and back



Business card front...



...and back

Yummy job. Scrummy benefits.

ASSISTANT CHEF

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tempor incididunt ut labore magna aliquam erat volupat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit laboris miis ut aliquip ex ea commodo consequat, vel illum dolore eu feugait nulla facilisi.

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Recruitment advertising

Dear Someone

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Many thanks

Helen Ramsay

Personal Assisstant
Pabulum,3rd Floor Flagship House, Reading Road North, Fleet,
Hants,GU51 4WP Tel: 01252 819991

mmm, trees

if you love them as much as we do please don't print this email

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Email sign-off

How we look to our customers

Menus

Here is an example of a school menu shown in both A4 landscape and portrait formats. Pantone 159 is used as it is the colour of this sub-brand. The days of the week are highlighted in a 40% tint of Pantone 159.



Landscape menu

Portrait menu



Design Notes:

- Right-hand edge of photo lines up with the 'm' of menu
- Left-hand edge of the logo lines up with the left-hand edge of the white panel
- Remember that the order of tints for the ms changes to the first m printing in 20% and the second printing 60%
- White out panel has rounded corners with a radius of 4mm

Table talker

How we look to our customers

Our customer will also see:

Loyalty cards

Shown here are versions for our business and further education sectors.



Sales brochure

Notice how the secondary colour palette is used on the inside spreads only.

Loyalty Card Design Notes:

- Left-hand edge dots line up with 'm' of more
- All left-hand edges are in alignment
- Minimum sized logo being used

Now a little word on the paper we use

We want everything we do to look lovely, but trees are lovely too, so we'd rather not use too many of them for getting our message across. So we only ever use recycled paper from sustainable sources. And that's a message you can tell all the world, as often as you like!



Sales brochure
Back cover.

**Love your
brand and
your customers
will love you**