

Brand *guidelines*



This document is a guide to our brand:

What it is
What it means
What it looks like
How to apply it

NB

This document is available as a live link and should be accessed in this way to see the latest version. Please note when downloading to pdf you will be using an uncontrolled version.

1.

Brand *strategy*



Telling our *brand story*

Our brand evolution is the next step in developing our purpose, commitments, and strategic direction; putting our customers first and telling our story to keep people warm whilst taking care of our planet. Our values and behaviours underpin our strategic priorities; all working together as one team to offer a quality experience for customers and stakeholders.

We want to make a real, sustainable difference to communities, one that is fair and inclusive for everyone. We're at the forefront of a cleaner, greener future and leading the way to tackle climate change to shape a better future for generations to come.

We are experienced, responsible, and trusted experts delivering a smooth and seamless service through our resilient network. We are continually exploring new and innovative ways to keep people warm and building new skills to make a positive social impact.

Our ambitious goals and newly focused brand will help us to reinforce our commitment and demonstrate the positive impact we make every day in offering fairer opportunities, easier warmth and a greener society.

Our brand is
a mark of our
*commitment
and pride*



Our commitment
**to keep people
warm...**



...while protecting
the planet



Our pride in being **Your Gas Network**

Purpose

Why

Keeping people warm,
while protecting the planet

Values

How

Working together

Taking responsibility

Driving performance

Shaping the future

Our plan

What

Resilient network

Keeping the energy flowing
safely and reliably

Quality experience

For all customers
and stakeholders

Tackling climate change

And improving
the environment

Trusted to act

For the benefit
of our communities

Our ambition

Fuel a thriving world

Easier

warmth

Fairer

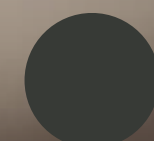
opportunity

Greener

society

2.

Identity *toolkit*



This is our visual
brand language –
the elements and
their applications,
that make our brand
unique

These pages are your toolkit for selecting and applying our brand consistently, in order to create and maintain a strong brand language.

Logo and descriptor



Colour palette



Graphic language



Typography

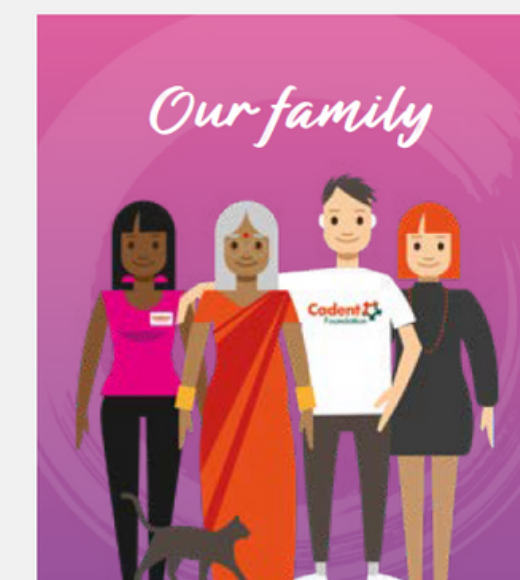
**Keeping
people warm,
*while protecting
the planet***

There are some things in life you just need to work, without thinking about it, without any hassle. Underneath your feet run 200 years of innovation; a pipe network connecting 12 million homes and businesses, an invisible commitment to meet your energy needs, today and tomorrow.

Photography



Illustration



Lock-ups and sizes

1 Primary logo

The primary version of our logo is Cadent Red.

2 Descriptor

Our descriptor clearly communicates what we do. It must always be used in conjunction with our name (until the two become synonymous, at which point this toolkit will be updated).

3 Minimum size

The recommended minimum width of the logo for printed materials is 20mm, for digital applications it is 130px.

4 Alternative small-use lock-up

The small-use lock-up must only be used where there is not sufficient space for the minimum size logo, to ensure the descriptor is legible.

5 Minimum clear space

A minimum clear space between our logo and other content is required to give our logo prominence. This is defined by twice the vertical 't' stroke width.

**NB**

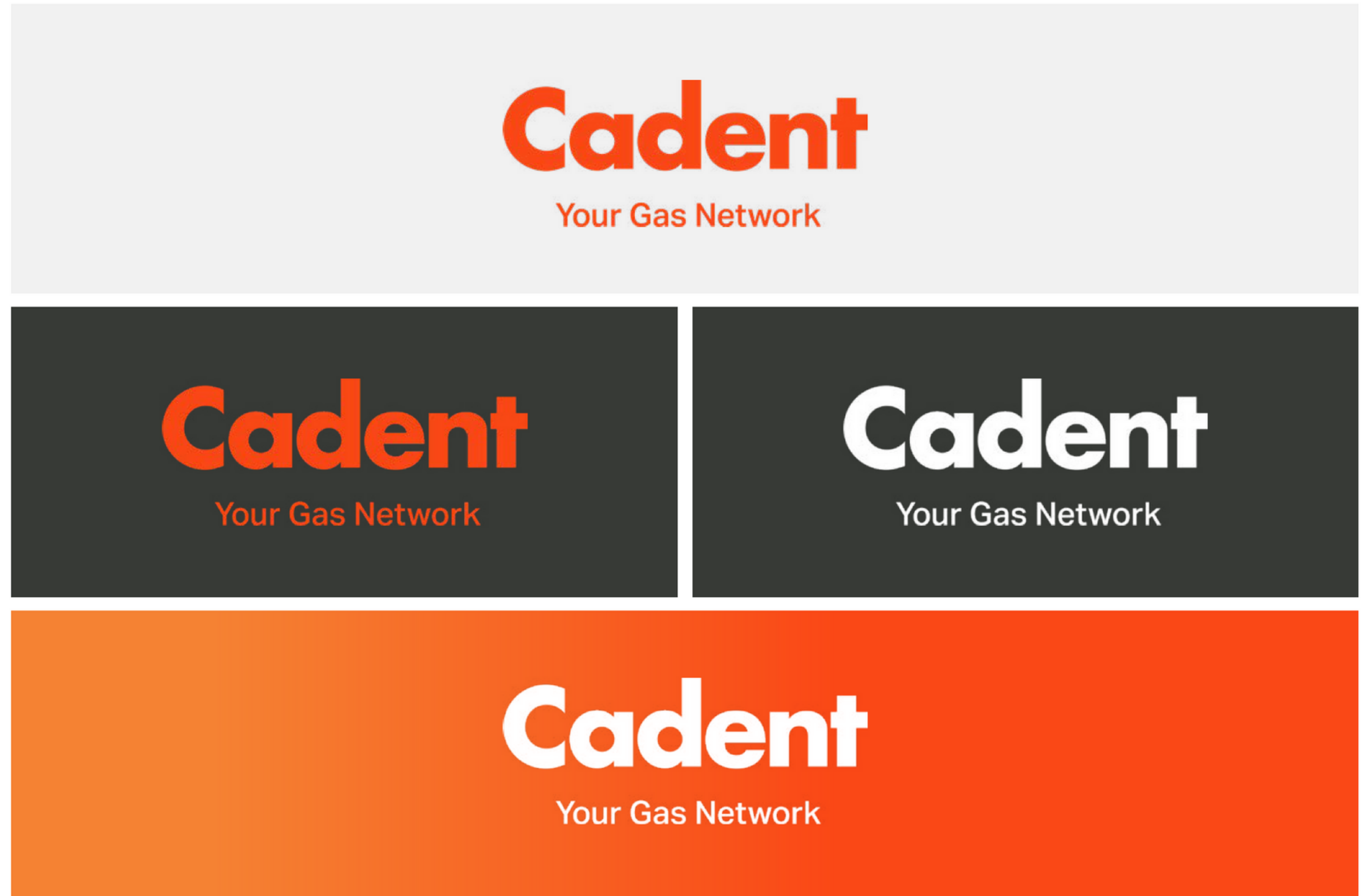
Do not create your own version of the logo and descriptor. Always use the artwork provided.



Colour and backgrounds

Our logo and descriptor can be applied in their primary, Cadent Red form, to light, dark and Cadent Grey backgrounds where it is clearly legible.

The white version of our logo and descriptor should be used on Cadent Red backgrounds and where the primary version is not clearly visible.



Colour and backgrounds continued

Our logo and descriptor can also be applied to imagery in their primary Cadent Red and White. Just ensure there is enough contrast with the background and colours do not clash.

NB

Logos placed over imagery must have strong contrast to ensure legibility. If this is not achievable because the image in the background is too busy, use a solid colour background instead.

The logos shown are larger than our recommended size for illustrative purposes.



Logo don'ts

The Cadent logo should not be altered. These logo standards apply for all content that is owned and controlled by Cadent, including cobranding and partnerships. Always use supplied artwork.



Cadent
Your Gas Network

Don't change the colour



Cadent
Your Gas Network

Don't use gradients



Cadent
Your Gas Network

Don't crop it



Cadent
Your Gas Network

Don't rotate it



Cadent
Your Gas Network

Don't apply drop shadows



Your Gas Network
Cadent

Don't change the composition



Cadent
Your Gas Network

Don't use low-contrast backgrounds



Cadent
Your Gas Network

Don't add effects like transparency



Cadent
Your Gas Network

Don't distort it

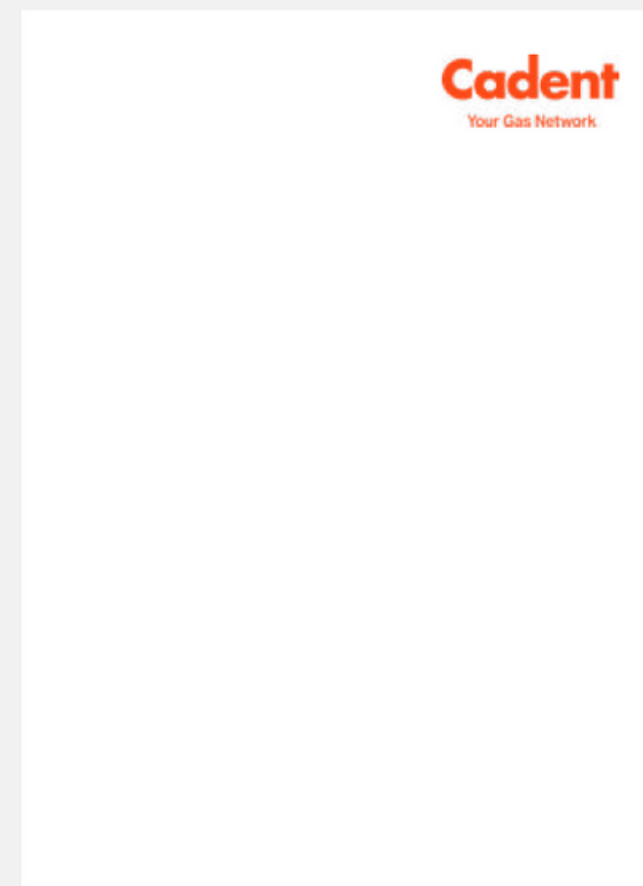
Positioning

The preferred position of the logo and descriptor is top-right or bottom-right, depending on the format and content type. This will create a consistent identity system which ensures the logo and descriptor are prominent across our communications.

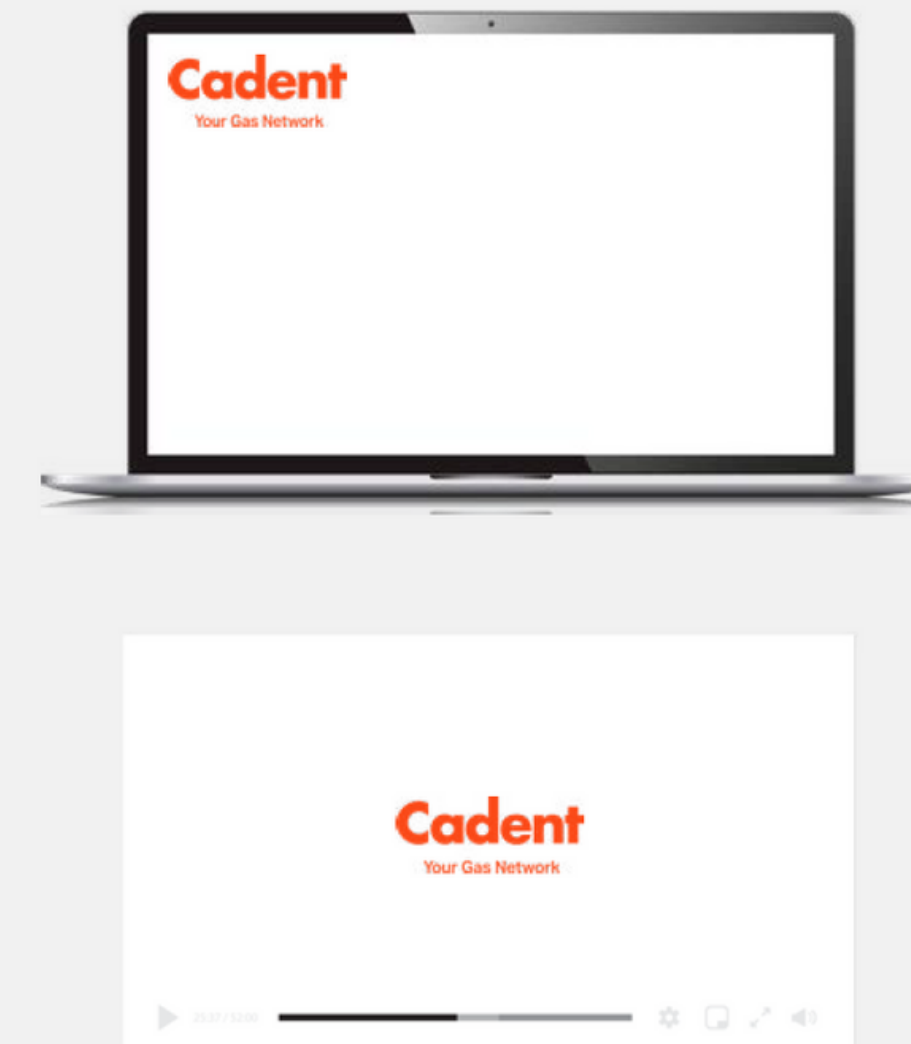
Exceptions

There may be exceptions to the preferred positioning in certain formats, for example, online applications such as the website and mobile site, where the logo is most prominent positioned top-left or in video where the our logo is best placed in the centre of the frame.

Preferred position on printed materials



Preferred position on digital formats

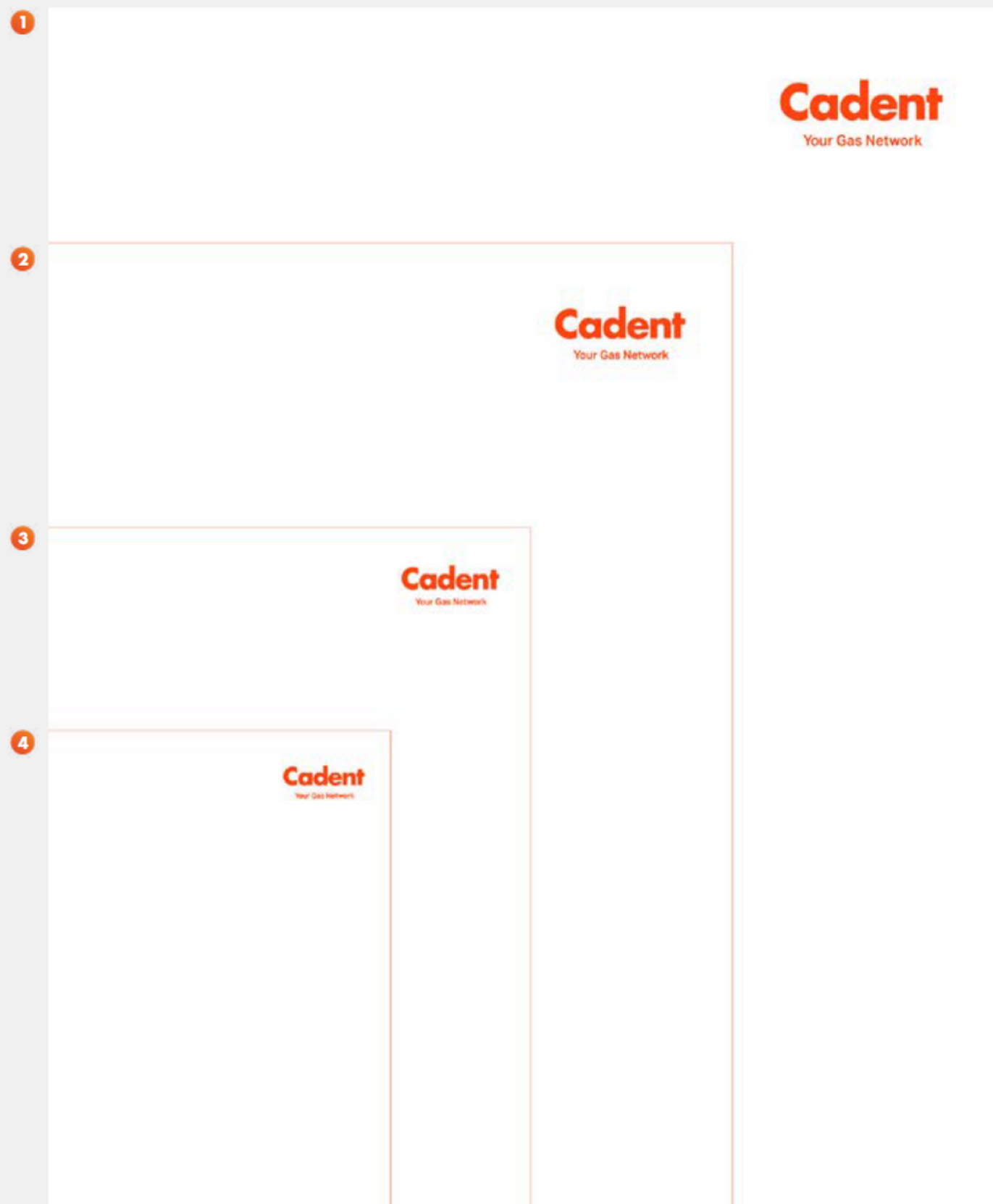


The logos shown are larger than our recommended size for illustrative purposes.

Standard sizes

The recommended logo and descriptor sizes for standard formats are:

- 1 A3: 50mm width
- 2 A4: 40mm width
- 3 A5/DL: 30mm width
- 4 A6/Business card: 25mm width



Primary colours

Our primary colour palette consists of red, orange, grey and white. These colours work together to create contrast and high visibility.

Cadent Red and Orange

Our red and orange tones are bright and warm to convey heat and energy. We encourage you to use this pairing as a gradient to replicate the fluidity of the warmth and energy that we provide. More guidance on gradients can be found on page 27.

Cadent Grey

Cadent Grey is strong and industrial with earthy tones. It complements and contrasts with Cadent Orange and Red. Cadent Grey is our primary text colour, not black.

White

White space creates clarity and confidence. It provides impact for our unique colours and brand elements. While white type achieves maximum legibility when placed on dark backgrounds.

Tints

Tints of colour extend the colour palette and are useful for backgrounds to illustrations and infographics, for example.

NB

The Cadent logo uses the colour Cadent Red.

Cadent Red

Printing on coated stock

PMS 172C
c0 m81 y100 k0

Printing on uncoated stock

PMS 2028U
c0 m75 y100 k0

Onscreen colour values

r250 g70 b22
#fa4616

Cadent Orange

c0 m60 y90 k0
r245 g130 b50
#f58232

Cadent Grey

Printing on coated stock

PMS 447C
c53 m24 y43 k84

Printing on uncoated stock

PMS Black U
c48 m47 y56 k14

Onscreen colour values

r55 g58 b54
#373a36

White

Using the Cadent Red and Orange

1 Cadent Red and Orange

When possible use the Cadent Red to Orange gradient for backgrounds, icons and illustrations.

Individual colour usage

2 Cadent Red

The Cadent Red can be used on its own.

3 Cadent Orange

The Cadent Orange can be used on its own but usage should only be for charts and infographics.

NB

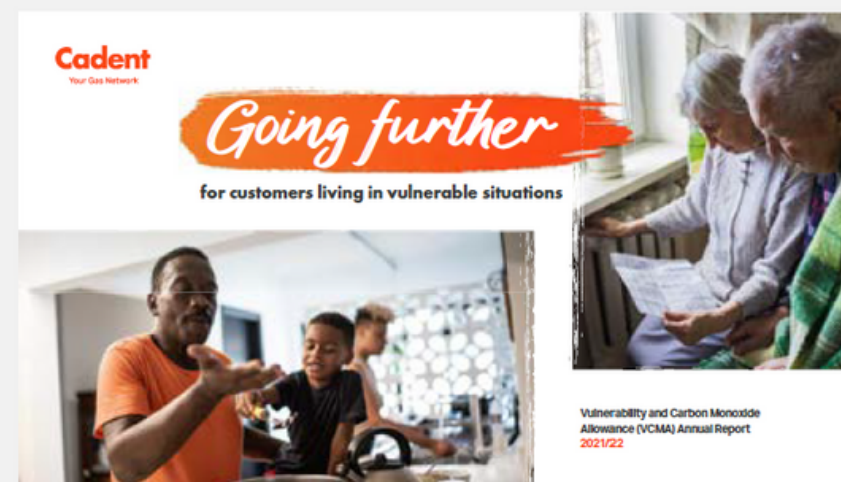
When using the Cadent Red to Orange gradient, please ensure between the two colours that Cadent Red is prominent. Careful consideration should be noted where crops are used.

See pages 26-28 on applying our gradients.

1

Cadent Orange

Cadent Red



2

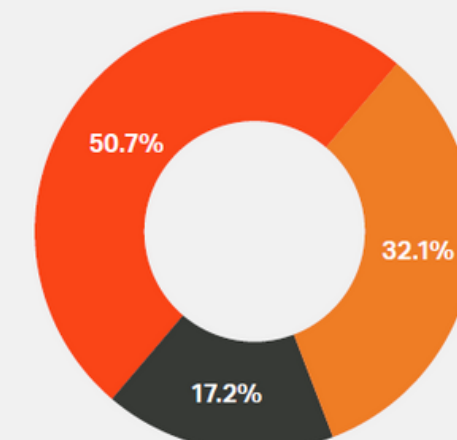
21%

increase in customer satisfaction

3

Graph title here

Subtitle if required



Graph Key here

Graph Key here

Graph Key here

Secondary colour palette

Our secondary palette consists of four light and dark colour pairings to complement our primary palette. Like our primary colours, we encourage the use of each pair to create gradients, although each colour can also be used individually in charts, diagrams, tables and illustrations to differentiate infographic content.

Tints

Tints of colour extend the secondary colour palette and are useful for backgrounds to illustrations and infographics, for example.

Teal

c70 m0 y38 k0
r55 g182 b174
#36b5ae

Green

c87 m0 y82 k0
r0 g161 b90
#00a05a

Yellow

c0 m20 y100 k0
r255 g204 b0
#ffcc00

Gold

c0 m40 y100 k0
r247 g166 b90
#f7a600

Pink

c5 m75 y0 k0
r228 g96 b159
#e35f9f

Purple

c50 m77 y0 k0
r149 g82 b155
#95519a

Light blue

c56 m0 y0 k0
r109 g202 b243
#6cc9f3

Blue

c82 m38 y0 k0
r7 g131 b198
#0682c6

Applying our gradients **continued**

Gradient application examples

Here are some examples of elements with the gradient rules applied.

1 Brush strokes

All gradient pairings can be applied to custom or pre-drawn brush strokes found in our asset library.

2 Icons and illustrations

All gradient pairings can be applied to custom or pre-drawn icons found in our asset library.

3 Blackened Script

All gradients can be applied to our Blackened Script, just ensure there is enough contrast with the background for legibility, especially when using the yellow and gold combination.

4 Backgrounds

All gradient pairings can be applied to backgrounds and text panels.



Cadent
The Gas Network

**Da aut que
cum que corum
autemos quiamus**

Doluptenihit aborro voluptuae sita
cus lmin eatemquide nim remolut
etur, aut voluptiam volut pores
dolore dolore verisque sitaquis
quam essum eos ea siminim.



Colour combinations

While using the brand colour palette, it is important to note that a certain level of visual contrast is required between typography or UI design elements and their backgrounds.

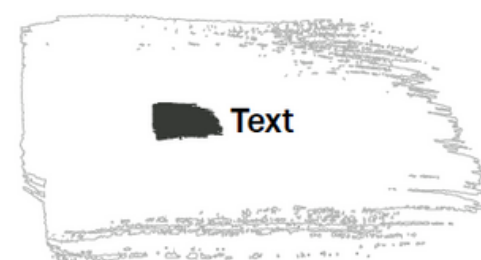
This graphic shows which colour combinations provide sufficient contrast. Some combinations are only suitable for large text and UI elements. Please do not combine secondary colours, only ever use white or Cadent Grey for text of graphics.

For digital web large text is defined as 14 point (typically 18.66px) bold or larger, or 18 point (typically 24px) or larger.

Please use only the approved colour combinations shown here while designing any materials.

Accessible branding ensures that our customers and stakeholders can find the information they need in a consistent format, regardless of their ability.

So, in presenting our brand, we should always consider visually impaired, those who are deaf and those who are neurodiverse – this covers people whose brains work differently (e.g. autistic people) and also covers people whose brains are considered more normal, known as 'neurotypical'.

White**Cadent Grey****Cadent Orange****Cadent Red****Green****Teal****Yellow****Gold****Pink****Purple****Blue****Light Blue**

Professional typefaces

Our professional typefaces are used wherever possible through professional design and publishing software. They are applied across communications in both print and digital formats.

1 Futura EF Bold

Reflecting our logo font, Futura EF Bold is our display typeface. It is used for all main headings and titles. Space between characters should be even and tight, but not touching, for all display typography. Display headings set in Futura EF Bold should be negatively tracked to reflect this.

2 Blackened Script

Blackened Script has been selected as a highlight font and is used to highlight key content and words in sentences for emphasis or within headings. Further guidance can be found on the following page.

3 Aktiv Grotesk

Aktiv Grotesk is our supporting typeface used for all subheadings, body copy, captions and information text within charts and diagrams.

1 **Bold, authoritative and friendly.**
Futura EF Bold is used for display type and headings

2 *Highlight text*

3 **Aktiv Grotesk Bold**
Aktiv Grotesk Regular
Aktiv Grotesk Italic

Using our script font

Blackened Script was chosen to make our visual language feel warmer and more human. It is used to highlight key words in sentences for emphasis or as headings.

Usage

Due to the organic, handwritten quality of the script, words must be tracked on a case-by-case basis and therefore can only be used in professionally designed applications.

Legibility and clarity

When tracking words, ensure that the characters are clear and easy read while retaining the fluid and human nature of the script.

Positioning

Words highlighted in a sentence or phrase should either be at the beginning or end of the sentence to create clear separation between the two typefaces.

The script can also be combined with a brush stroke, but this effect should only be used with one or two words.

Colour

The script font can be shown using all of our gradient colour pairings from our primary and secondary palettes.

Keeping people warm,
while protecting the planet

We shape
the future

Customer literature
Spreading the word

NB

It's important to ensure this font is legible at all times. Remember to be aware that certain readers may be visually impaired or may have neurodisability conditions. As such, Blackened Script must not be used for long sentences or where shown at a small size. It is used for impact, so keep sentences short and make it big.

System typefaces

Our system typeface is used where it is not possible to access Futura EF and Aktiv Grotesk through professional design and publishing software.

They must only be used across Microsoft applications and internal software systems.

1 Arial Bold

Arial Bold replaces Futura EF Bold as our display typeface. It is used for all main headings and titles.

2 Arial

The three Arial fonts replace Aktiv Grotesk for subheadings, body copy, captions and information text within charts and diagrams.

Letter spacing

Space between characters should be even and tight, but not touching, for all display typography. Display headings set in Arial Bold should be negatively tracked to reflect this.

1 **Crisp and clear
Arial Bold is used
for all system display
typography.**

2 **Arial Bold**
Arial Regular
Arial Italic

The right words to tell *our story*

Our tone of voice is just one element of how we live and breathe our brand, bringing together our vision – Keeping people warm, while protecting the planet – and our values in a way that enables us to communicate and engage with people in everyday language that reflects who we are.

Our Cadent brand showcases our commitment and the pride we have in everything that we do, but how we talk to our customers and stakeholders is equally important. This tone of voice guide is based on our brand strategy and is designed to help you in your daily interactions with everyone who matters to us, from colleagues and customers to government and investors.

Our voice should be a testament to this:

Bold
Proactive
Thoughtful
Expert

A good tone of voice should be:

Engaging

**allowing our writers to do
their best work on our most
interesting applications**

Aligned

**to our brand strategy
and story**

Simple

**and easily
understandable**

Coherent

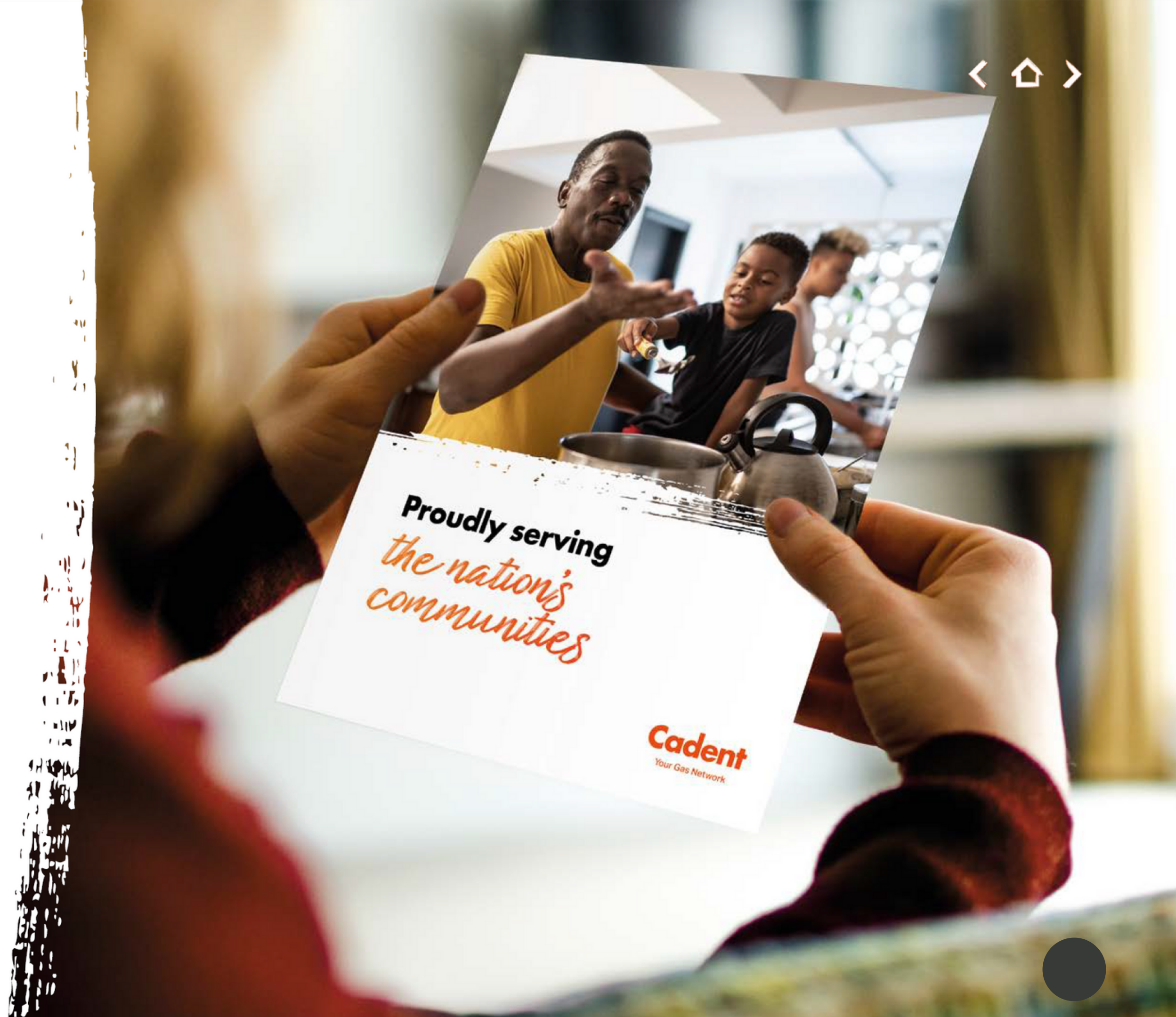
**and provide a base to
inspire and enable brilliant
and creative messaging**

NB

For access to our Tone of Voice guidelines
please email the marketing team on
box.marketing@cadentgas.com

3.

Application *examples*

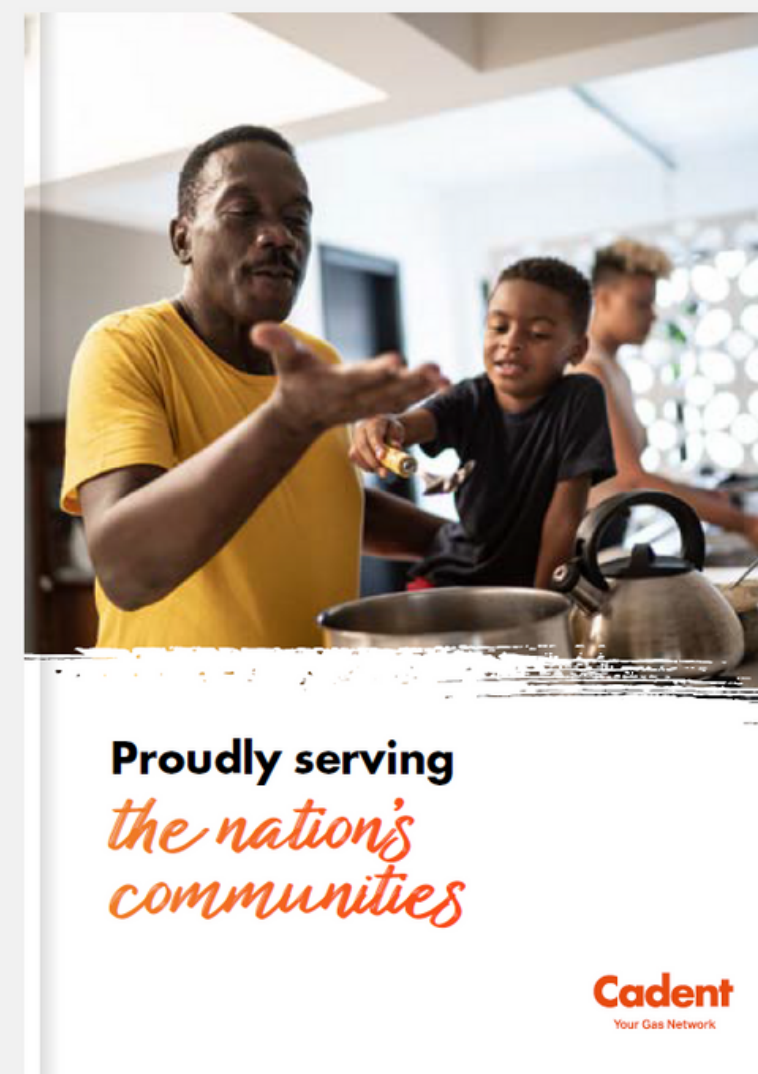


Front cover examples

Using the elements in our identity toolkit, we can achieve a variety of different front cover designs.

Designs shown here incorporate a large hero image, supported by our dynamic gradients and typefaces.

Our brush strokes are added to the edges of the image, dividing the cover into visibly clear areas resulting in a well balanced cover design.



Front cover examples

continued

These examples demonstrate how the Cadent C graphic is used in the design as an image container. Placement is key in this instance, as the combination of the crop and the brushed edges in the graphic create a dynamism and movement in the layout.

Document main headings are always set in Futura EF Bold which can be enhanced with the more expressive Blackened Script. Supporting copy is set in Aktiv Grotesk.



3. Application examples

Literature



Internal spreads

The brush stroke graphic devices can be used to connect images or create impact within spreads.

Document headings are set in Futura EF Bold or for emphasis Blackened Script can also be used. Subheadings and body copy is set in Aktiv Grotesk.



NB

Please note when printing internally consider the environment by reducing the amount of coloured background usage on spreads, to ensure we follow sustainable printing.

Do not create multi-coloured layouts when boxing information. Cadent Red, Cadent Grey and white should be the primary colours used.



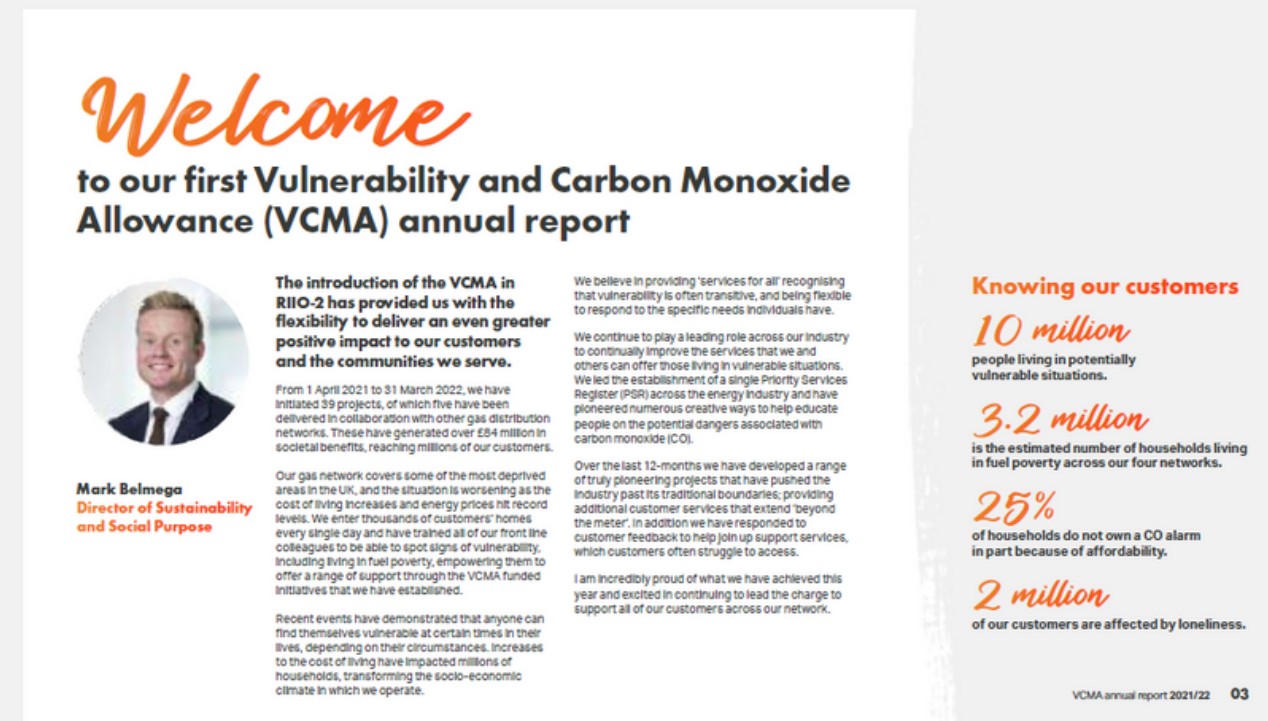
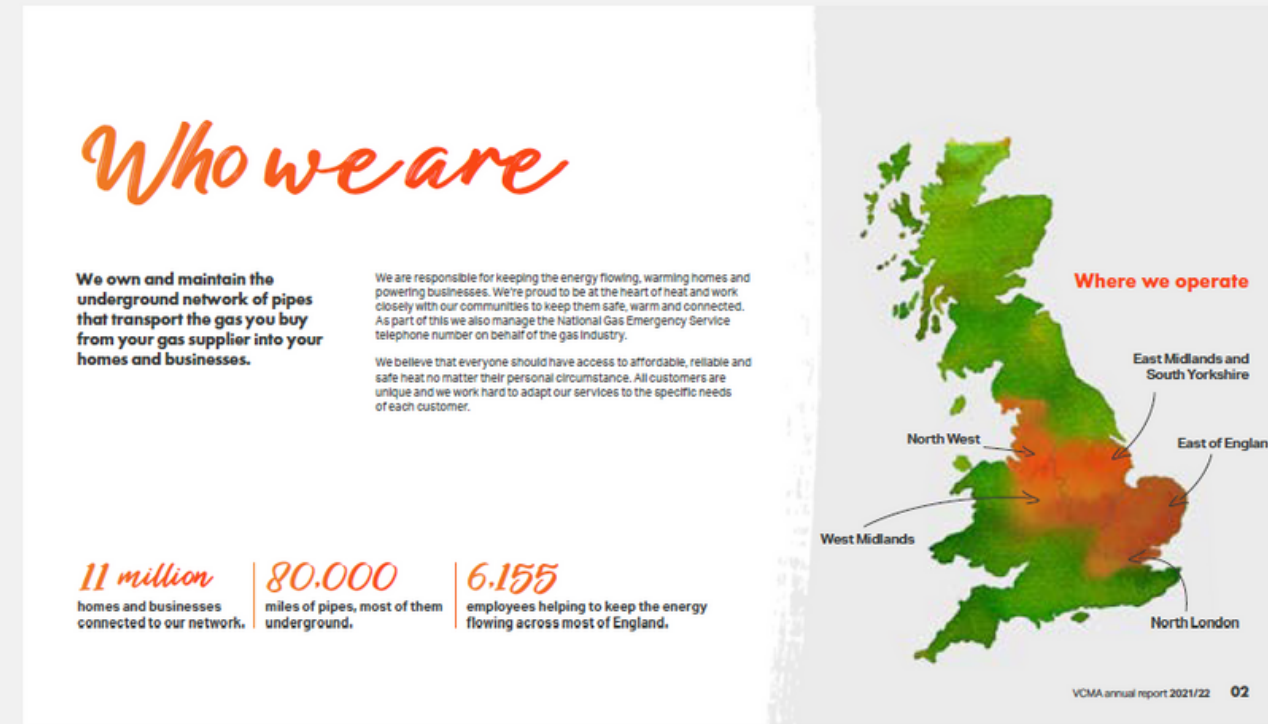
Internal spreads

The use of the brand language has been extended to the Cadent network map to show our regions.

Our Blackened Script font is used as a highlight for key words.

NB

Please note when printing internally consider the environment by reducing the amount of coloured background usage on spreads, to ensure we follow sustainable printing.



Banners

Banners can use a combination of our visual identity elements including multiple images, the pipeline graphic devices, illustration and typography. These visuals are based on a pull-up banner format, but could equally be applied to hanging banners and large pop up banners.



Thank you

Contact us

If you have any further questions regarding any aspect of brand and the brand assets, please contact:

Communications Team

box.marketing@cadentgas.com