CAIRNHILL

# Brand Guidelines

v3.2 April 2019

Solutions in Steel

These brand guidelines have been created for your guidance and includes examples for best practice in the use of brand assets.

A consistent brand is a strong brand. Differentiated branding is achieved through a combination of factors. This includes the name and logo, use of colour, text, graphics and tone of voice, the style of various other design elements, marketing and most important, the attributes of the brand experience itself.

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# Logo

The Cairnhill logo is our most valuable corporate asset and must be used consistently in the approved forms.

# Logo

The Cairnhill logotype has been created to provide a differentiated positioning for the company within the marketplace.

The logo consists of two elements:
• the Cairnhill name
• the Cairnhill bird

# Logo clear space and minimum size

The logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using the width of the ‘C’ from the Cairnhill logo.

The logo has been designed to reproduce at a minimum width of 10mm vertical and 12mm horizontal.

Minimum size

12mm width

# Logo colour

The logo should be used in full colour for all print and digital creations unless specifications state otherwise.

In such instances the “reverse” logo may be used when appearing on coloured backgrounds and the “single colour” logo variants may be used for single colour print.

# Logo Don’ts

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

Do not shrink or squeeze

Do not add a drop shadow or other special effects

Do not create unauthorised lock-ups

Do not change the colour

Do not reset the lettering

Do not add additional text

Do not rotate

Do not add a border

Do not place on visually distracting backgrounds

# Logo Variations

The full Cairnhill Bird (without company name) should only be used as a supporting graphic within any marketing comms. When used on gold and blue the preferred colour of the bird is Cairnhill Dark Gold or Dark Blue.

# Colour Palette

The Cairnhill colour palette is an integral part of the brand identity for both print and on-screen applications. It includes the primary colours as well as a secondary palette.

# Colour Palette

Specifications are provided for printing with PANTONE®* inks (spot-colour printing) on coated and uncoated paper stock, for four-colour process printing (CMYK), and for web and on-screen presentation (RGB).

For non-traditional reproduction methods such as embroidery and silkscreen, make a visual match to the PANTONE® coated specifications.

## Primary Colour Palette

Cairnhill Gold
PANTONE® 872
CMYK 30/40/70/0
RGB 192/154/93

Cairnhill Blue
PANTONE® 288
CMYK 85/50/0/60
RGB 16/60/98

## Secondary Colour Palette

Cairnhill Dark Gold
Multiply 20% black over Cairnhill Gold
CMYK 35/45/74/23
RGB 152/120/70

Cairnhill Dark Blue
Multiply 20% black over Cairnhill Blue
CMYK 35/45/74/23
RGB 152/120/70

Black

White

# Descriptor
# & Strapline

This is used to explain the nature of the business defining our particular service offering and conveys the absolute essence of our brand.

# Descriptor

Wherever possible the ‘Solutions in Steel’ or ‘Steel Solutions’ strapline should be sized to the same width of the ‘Cairnhill’ wording. The strapline should not be used as part of the logo.

The strapline does not always have to be used when the logo appears.

Solutions in Steel

Steel Solutions

Helvetica Bold
Cairnhill Gold or Blue

# Strapline

To accompany any marketing material the strapline ‘Power. Precision. Performance’ can be used. This must always be displayed as shown in blue or gold.

**Power • Precision • Performance**

**Power • Precision • Performance**

# Typography

Good typography is vital to the way we connect with our audience. It is important to adhere to some basic rules that will help to maintain a consistent use of our identity.

# Typography

The typeface ‘Helvetica’ has been selected as it is classic, modern, clear and concise. The widely used font ‘Arial’ may be used for applications where ‘Helvetica’ may not be available.

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890@#$%&***

# Photography

The imagery associated with our brand is a major opportunity to develop both content and style. Imagery should convey what a brand does and how it does it.

# Photography

Main images for Cairnhill are produced in mono with Cairnhill Gold & Blue multiplied over the top. The mono images should be adjusted with brightness & contrast to achieve a suitable balance when the colours are overlaid.

The Blue and Gold imagery can be put together to create one image as shown.

All secondary images can be produced in four colour.

# Graphic Devices

Cairnhill imagery can be supported with various graphic devices.

# Graphic Devices

Images can be contained within graphic borders and lines. The thicker gold border should always have an equal width around the image.

Typography can be contained within thick blue panels with a gold highlight line above the image.

# Iconography

Icons are used in both print and digital applications to highlight the Cairnhill sectors.

# Iconography

Cairnhill brand communication is supported by a systematic set of graphical icons for the 10 sectors. These can be reproduced in any of the brand colours.

**STORAGE TANKS & PETROCHEMICAL**

**OIL & GAS**

**NUCLEAR & POWER**

**RAIL**

**STEEL FRAMING**

**BRIDGES**

**TRANSMISSION & DISTRIBUTION**

**SUBSEA**

**PILLING**

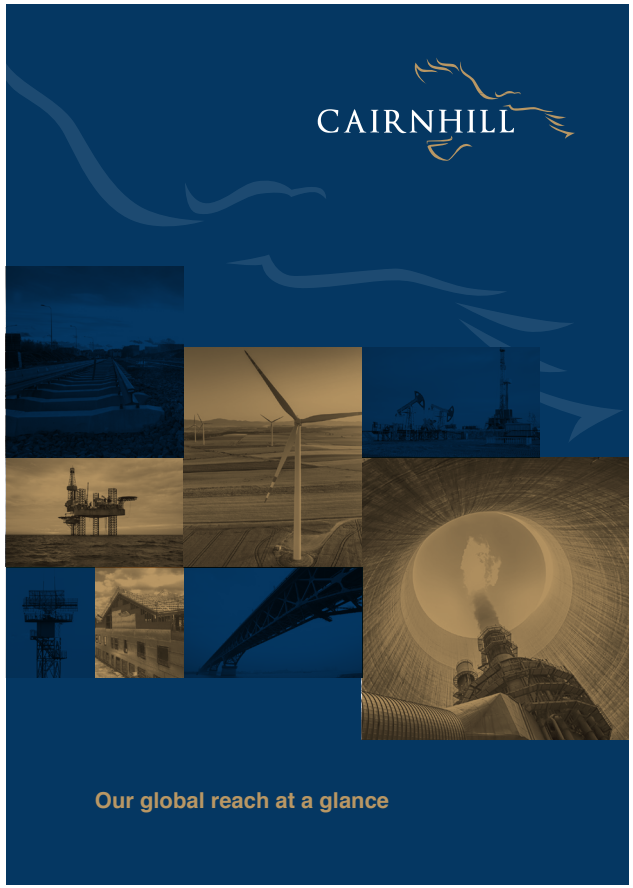
**RENEWABLES**

# Examples

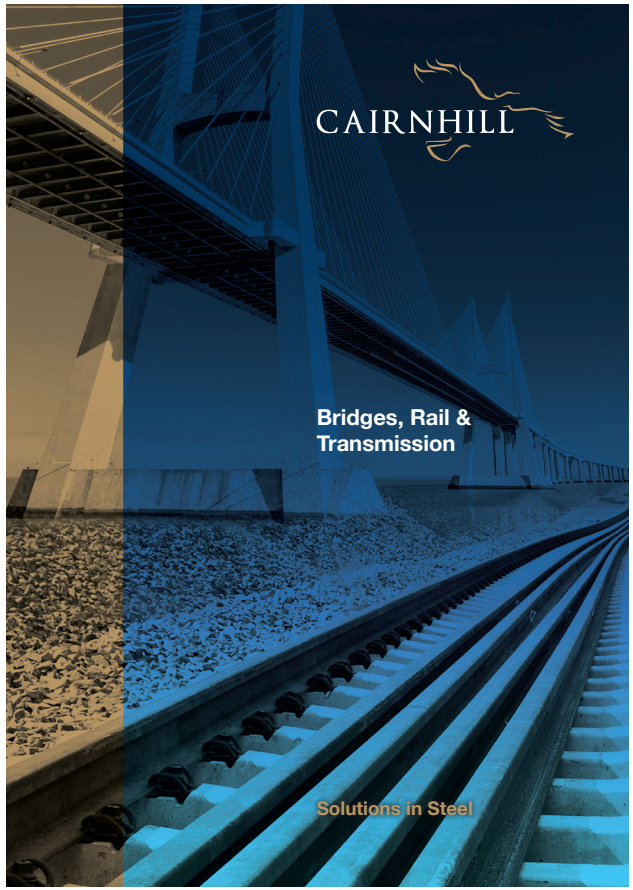
Some marketing material examples have been put together to show all the brand elements and assets working as one.

# Examples

Brochure covers




Overview Brochure




Sector Brochure

# Examples

**Advertising Hoardings**

Cairnhill currently sponsor London Scottish Rugby Team and as part of the sponsorship they have a number of advertising hoardings positioned around the pitch.

Where only part the logo can be shown please use either one of the following authorised ‘modified bird’ designs when producing these.

# Examples

Print Adverts

# Examples

Roller Baners

# Examples

Website

# Examples

eSignature

CAIRNHILL

www.cairnhillstructures.co.uk

Cairnhill Structures, Sun Works,
Waverley Street, Coatbridge, ML5 2BE

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**F** +44 (0)1236 449334

ESC PILE

Appointed UK Agent for ESC Group

STORAGE TANKS | OIL & GAS | NUCLEAR | RAIL | STEEL FRAMING SYSTEMS | CIVILS & BRIDGES

Hi Frank,

This is how the Cairnhill eSignature needs to be positioned within the email for maximum impact. Please ensure everyone uses the latest version of the eSignature with the correct accreditation logos.

Kind Regards

Neil Watson
Group Managing Director - 07770 662674

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# Engineering Dreams

Engineering Dreams is a Cairnhill initiative set up to focus on the movement of youngsters into the engineering sector.

# Logo

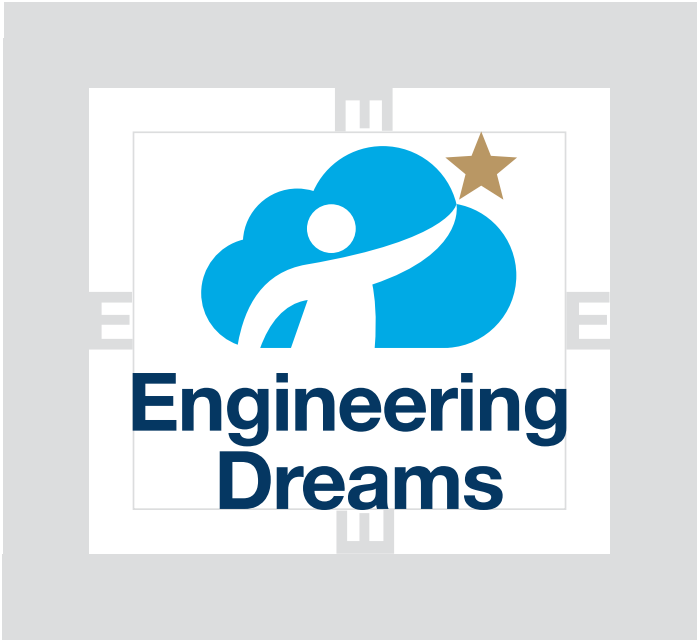
The logo depicts the individual reaching for the goal (a star) through their dreams.

# Logo clear space and minimum size

The logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using the width of the ‘E’ from the Engineering Dreams logo.

The logo has been designed to reproduce at a minimum width of 12mm wide.




Colour Palette

Cairnhill Gold
PANTONE® 872
CMYK 30/40/70/0
RGB 192/154/93

Cairnhill Blue
PANTONE® 288
CMYK 85/50/0/60
RGB 16/60/98

Cairnhill Light Blue
PANTONE® 299
CMYK 82/10/0/0
RGB 0/164/226

Minimum size

12mm width

# Logo colour

The logo should be used in full colour for all print and digital creations unless specifications state otherwise.

In such instances the “reverse” logo may be used when appearing on coloured backgrounds and the “single colour” logo variants may be used for single colour print.