

Corporate Guidelines for Punch Taverns plc



PASSIONATE ABOUT OUR PUBS

INTRODUCTION

Our brand's success is dependent upon the perceptions and experiences of its audience. With the media landscape constantly changing and the need for greater sophistication to reach audiences with a marketing message, the importance of our Punch Taverns' brand cannot be understated.

These guidelines have been designed to outline how the Punch identity must be used to ensure continuity throughout all of our communications, whilst maximising our marketing message.

The brand must work from the inside out for it to be truly effective and therefore we must use it in a consistent way across all of our communications and materials.

If you require any further information please contact a member of the PR and Communications Team



PASSIONATE ABOUT OUR PUBS

C O N T E N T S

VISION & VALUES

All communications should aim to reflect our company vision.

Please read this section carefully and consider how you can reflect these in each and every company communication.

TAG LINE

This section outlines how to use the company tag line, '**PASSIONATE ABOUT OUR PUBS**' on all company communications.

HELP AND ADVICE

All questions regarding our brand can be answered by the PR and Communications team should the details not be available here.



PASSIONATE ABOUT OUR PUBS

VISION & VALUES



This section identifies our vision and our values.

These two components make up our value proposition and need to be reflected in our communications.



PASSIONATE ABOUT OUR PUBS

Our Vision

Our corporate identity represents our proposition, which is to say everything that makes us different and unique in the market. This proposition or vision is underpinned by our ethos and culture and reflected in our strategic approach.

“To be the UK’s highest quality, most trusted and best value leased pub business.”



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Our Values

Pride

- We all take pride in delivering the best combination of quality, standards and service to our customers
- We all take pride in a job well done
- We all strive to exceed our objectives

Respect

- We all treat our customers/colleagues the way we would like to be treated
- We all treat people equally and with respect
- We all listen, respond and explain – not tell

One Team

- We all work together with a shared passion for being the UK's pre-eminent pub group
- We all add value by sharing ideas and doing things better
- We all recognise the benefits of working together as a team are better than working as individuals
- We all know how to have fun along the way

Do It Once, Do It Right

- We all do things right first time
- We all seek opportunities to improve performance
- We all deliver on promises
- We all do what we say we are going to do

Understanding

- We all understand our business targets and what the challenges are
- We all know what is expected of us and understand our roles and responsibilities
- We all know and understand our customers
- We all understand who our competitors are and we work hard to be the best



OUR TAG LINE

We believe that we have represented everything that is important about our Vision and Values in the following tag line:

PASSIONATE ABOUT OUR PUBS

*When used in a back block the text **must always** appear as white.*

PASSIONATE ABOUT OUR PUBS

*When used on white the text **must always** appear as 50% black.*

Font: Frutiger Roman

Minimum font size: 6pt in pro with document size it appears

Weight: Normal

Case: Upper case

Style: Normal

Alignment: Bottom of page, centered + side border

Please use this tag line at the bottom of each and every internal and external communication!

Exclusion zone:

P
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PASSIONATE ABOUT OUR PUBS

PUNCH TAVERNS

This section highlights best use of the Punch Taverns brand.

Through examples, we show how you should approach and apply the brand.

We cannot cover every eventuality however, and therefore if unsure you should always contact a member of the PR and Communications Team.



PASSIONATE ABOUT OUR PUBS

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PASSIONATE ABOUT OUR PUBS

Our Language

Punch Taverns

We say Punch Taverns = when we talk about Punch Taverns Plc

We say Employees = when we talk about staff

We say Colleagues= when we talk about colleagues

We say Support Teams = when we talk about head office teams

We say Support Centre = when we talk about our head office team and buildings

We say Ops Teams = when we talk about our operators

We say Field Teams = when we talk about our remote based employees

We say Partners = when we talk about our licensees



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Our Language - External Language

We say **Punch Taverns** = when we talk about the whole business

We say **Employees** = when we talk about staff

We say **Support Centre** = when we talk about our head office teams

We say **Punch Campus** = when we talk about our head office

We say **Ops Teams** = when we talk about our operators

We say **Field teams** = when we talk about our remote based employees

We say **Licensees** = when we talk about partners in our pubs

We say **Customers** = when we talk about consumers in our pubs



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The Punch Logotype



As our Pathway to Partnership programme is now complete and has become 'the way we do things', we will drop the Punch Partnerships logo on all new printed documentation, presentations and communications. In future, please use the Punch Taverns' logo on its own.



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The Punch Logotype - **Key Colours**



Orange - Pantone 166

C-0 M-70 Y-100 K-0

R-243 G-112 B-33

Black in ALL instances - Pantone Process Black

C-0 M-0 Y-0 K-100

R-35 G-31 B-32

Where possible use the solid Pantone colours as, variations can occur when using CMYK and RGB set ups. Colours can also vary dependent on papers and other substrates used so please pay special attention when proofing for print/production

*PANTONE® is a registered trade mark of Pantone Inc.



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The Punch Logotype - **Non Colour variations**

Greyscale

When producing communications in greyscale please make sure that the grey in the upper part of the logo is a 70% tint of black.



Black & White

Please use this logo where reproduction is restricted to black and white.



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The Punch Logotype - Logo Rules - Dimensions

The logotypes are an important element of our brand and because of this it is vital that they are presented in the correct way, whether used for external or internal communications. The following outlines ways in which the logo must be presented.

Sizing

It is recommended that when possible the base of each logo should be at least 35mm in width to avoid any clarity issues. In instances where this is not possible please contact the communications department for approval.



Exclusion Zone

The exclusion zone around the logo is to prevent it being 'lost' within a communication. The clearance zone around the logo is defined as the width of the 'un' within the word Punch.



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The Punch Logotype - Logo Location

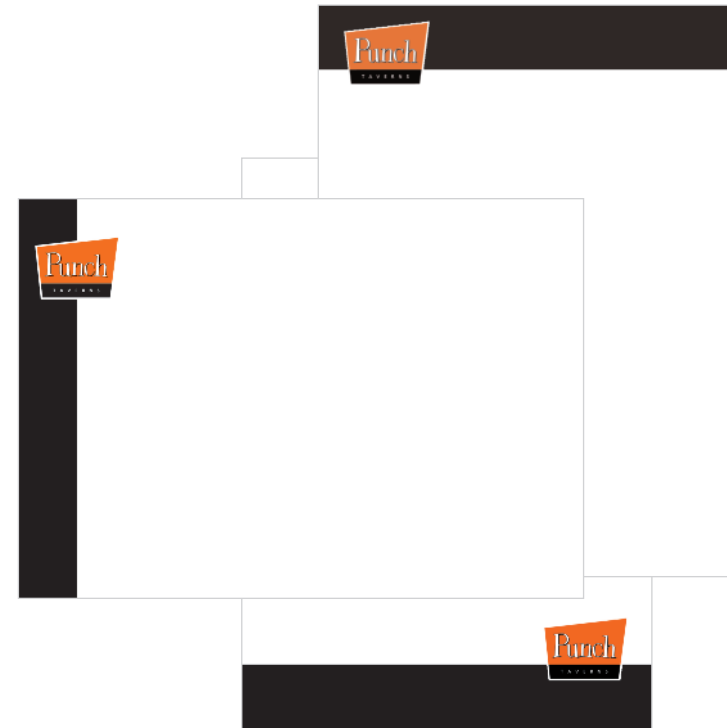
Logo location

In all company communications, the logo must only appear in conjunction with the black or orange border. The black or orange border must be illustrated to the example opposite and can only appear at the bottom or the left-hand margin, top or bottom of an item.

NOTE: The depth/width of this border is discussed in more detail later.
(see The Punch Stationery page)

Border

The border can only be coloured in black or Punch Orange.
Do not use any other colours for the border! You can put copy within borders, however it must be either white, Punch Orange or black.



The Punch Logotype - Logo MISUSE

The following are examples of how the logotype must not be used.

NEVER change the key colour from its designated Pantone colour.
(See previous pages for guidance)



Never condense to fit



Never expand to fit



Never place the logo on top of other colours or images without its white outline



PASSIONATE ABOUT OUR PUBS

The Punch Brand - Colour Palette

To help maximise the impact of our communication materials, there is a palette of corporate colours to choose from. They're represented here in CMYK but their PANTONE* numbers are also given. To add impact, tints of these colours are acceptable.

Primary

These colours are for use as the main highlight colour on a page, for example titles and headers, primary background colours, and primary colours in illustrations such as graphs, slides, tables and photographs.

Primary Punch colours



Pantone 166
C M Y K
0 70 100 0



Pantone 1235
C M Y K
0 29 91 0



Pantone 1795
C M Y K
0 94 100 10



Pantone 227
C M Y K
7 100 7 21

Secondary

These colours are for use in all other situations. The secondary colours have been carefully chosen to complement, rather than clash with the primary colours. However, please check that the combinations of primary and secondary colours you choose suit the context on the page.

Secondary Punch colours



Pantone 260
C M Y K
52 100 0 30



Pantone 2747
C M Y K
100 85 0 13



Pantone 300
C M Y K
100 51 0 0



Pantone 3272
C M Y K
100 0 44 0



Pantone 361
C M Y K
69 0 100 0



Pantone 399
C M Y K
4 14 100 40



Pantone 424
C M Y K
0 0 0 61



Pantone 463
C M Y K
30 56 100 37

*PANTONE® is a registered trade mark of Pantone Inc.



The Punch Brand - Colour Palette - NON PRINT





There will be instances when the colours will be applied outside of printed literature.

For each of the 12 PANTONE* colours, RGB breakdowns have been provided. RGB should be used for screen applications (PowerPoint, video/audio visual and projection).









The third reference starting with the # prefix are specified websafe colours for website/html applications. There will always be a variation between screen colours and printed colours. This is due to the fundamental different processes required to create them (a light based source as opposed to ink on paper) and the limited choice of websafe colours available. However, we have attempted to find the closest match through the values provided.

*PANTONE® is a registered trade mark of Pantone Inc.

Primary Punch colours

			
Pantone 166	Pantone 1235	Pantone 1795	Pantone 227
R G B	R G B	R G B	R G B
229 83 0	255 179 0	216 31 42	174 0 95
#e55300	#ffb300	#d81f2a	#ae005f

Secondary Punch colours

			
Pantone 260	Pantone 2747	Pantone 300	Pantone 3272
R G B	R G B	R G B	R G B
94 28 95	0 35 126	0 103 197	0 160 156
#5e1c5f	#00237e	#0067c5	#00a09c
			
Pantone 361	Pantone 399	Pantone 424	Pantone 463
R G B	R G B	R G B	R G B
18 173 42	153 140 0	118 122 125	109 73 32
#12ad2a	#998c00	#767a7d	#6d4920



The Punch Brand - **Fonts**

For all emails and communications, please use the **Arial** font, as illustrated below.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Minimum font size: 7pt

Weight: Normal/Bold

Colour: Black

Case: Lower or Upper

Style: Normal/Italic

Alignment: Left

For all letters.

Standard font size: 12pt

Weight: Normal/Bold

Colour: Black

Case: Lower or Upper

Style: Normal/Italic

Alignment: Justified



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The Punch Brand - **Fonts**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789**

Minimum font size: 16

Weight: Bold

Colour: Any of the appropriate Punch Primary Colours

Case: Lower or Upper

Style: Normal

Alignment: Left

The Punch corporate font for all body copy is **Frutiger Roman**:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Minimum font size: 7

Weight: Normal

Colour: Any of the appropriate Punch Primary or Secondary Colours and 100% & 50% black

Case: Lower or Upper

Style: Normal

Alignment: Left



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The Punch Brand - Photography

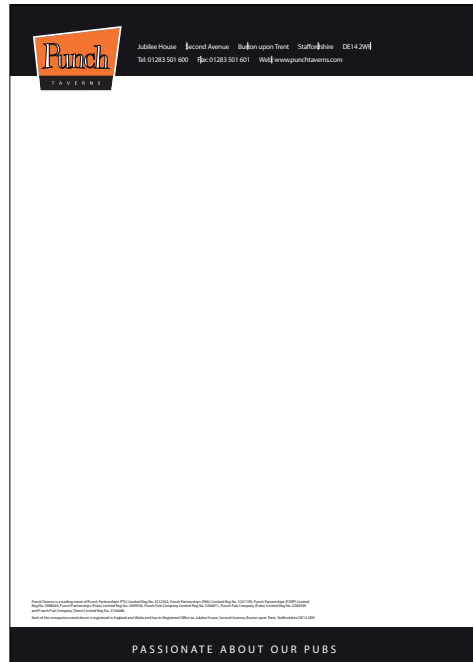
The photography used in all Punch communications must try to convey positive images of pubs with a great atmosphere or people enjoying themselves. Vibrant, eye-catching images are preferred and all images must be to a professional standard.

Web images can be 72 DPI, but in all print publications 300 DPI is the minimum requirement. If in doubt, please refer to the PR and Communications Team, which has a library of images at its disposal.



PASSIONATE ABOUT OUR PUBS

Punch Stationery



33mm x 210mm working area.

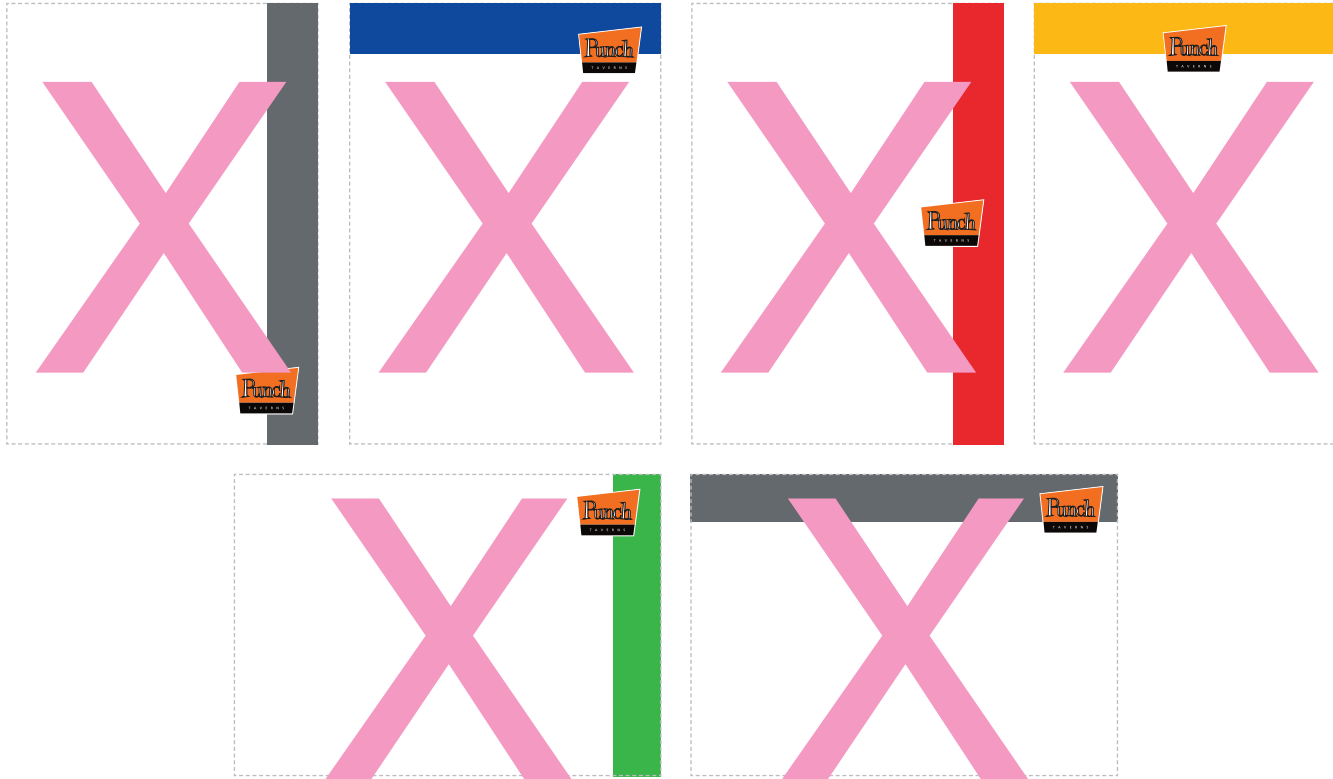


Please take note of the recommended style for address details to be used with all communications.



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The Punch Brand - What not to do



These templates show examples of incorrect use of margin and logo for positioning and colour.



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The Punch Brand - Guidelines - Definition

Guideline:

a recommendation as to policy or conduct.

Clearly, as defined above, this document recommends that when using our brand you should take on board the help and guidance we have offered up, for ease of design/production.

We understand that as the brand grows alongside the business, there may well be uses that are not illustrated here and therefore we ask that at **all times** you use these guidelines as your starting point and **always** check any variations to them with a member of the PR and Communications Team.



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