

**BRAND
POSITIONING
PLAYBOOK**

Fire Door Maintenance Group

www.firedoormaintenance.uk

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SECTION ONE

Your Place in the Market

**Fire Door
Maintenance
Group Ltd.**

Market Analysis

The market analysis section is crucial in understanding the overall landscape in which a business operates. This analysis provides a comprehensive view of the market size, growth potential, and key trends, allowing businesses to make informed decisions. By identifying the total addressable market and segmenting it into various customer profiles, geographical regions, and industry sectors, businesses can tailor their marketing strategies to target specific segments effectively. Moreover, understanding the competitive landscape helps businesses identify their unique value propositions and areas for differentiation, enabling them to stand out in a crowded market.

The insights gained from a thorough market analysis inform strategic planning and decision-making processes. For instance, businesses can leverage these insights to identify new market opportunities, develop targeted marketing campaigns, and optimize their product or service offerings. Additionally, a detailed market analysis helps in assessing potential threats and challenges, allowing businesses to develop mitigation strategies and stay ahead of the competition. Overall, the market analysis section serves as a foundation for creating a robust and effective marketing strategy that aligns with the company's goals and objectives.





Market Size and Growth

Industry Overview: The fire door maintenance industry is crucial for ensuring building safety and compliance with fire safety regulations. The market is driven by the need for regular inspections, maintenance, and compliance with statutory requirements.

Growth Potential: With increasing awareness of fire safety and incidents like Grenfell highlighting the importance of compliance, the demand for fire door maintenance services is expected to grow.

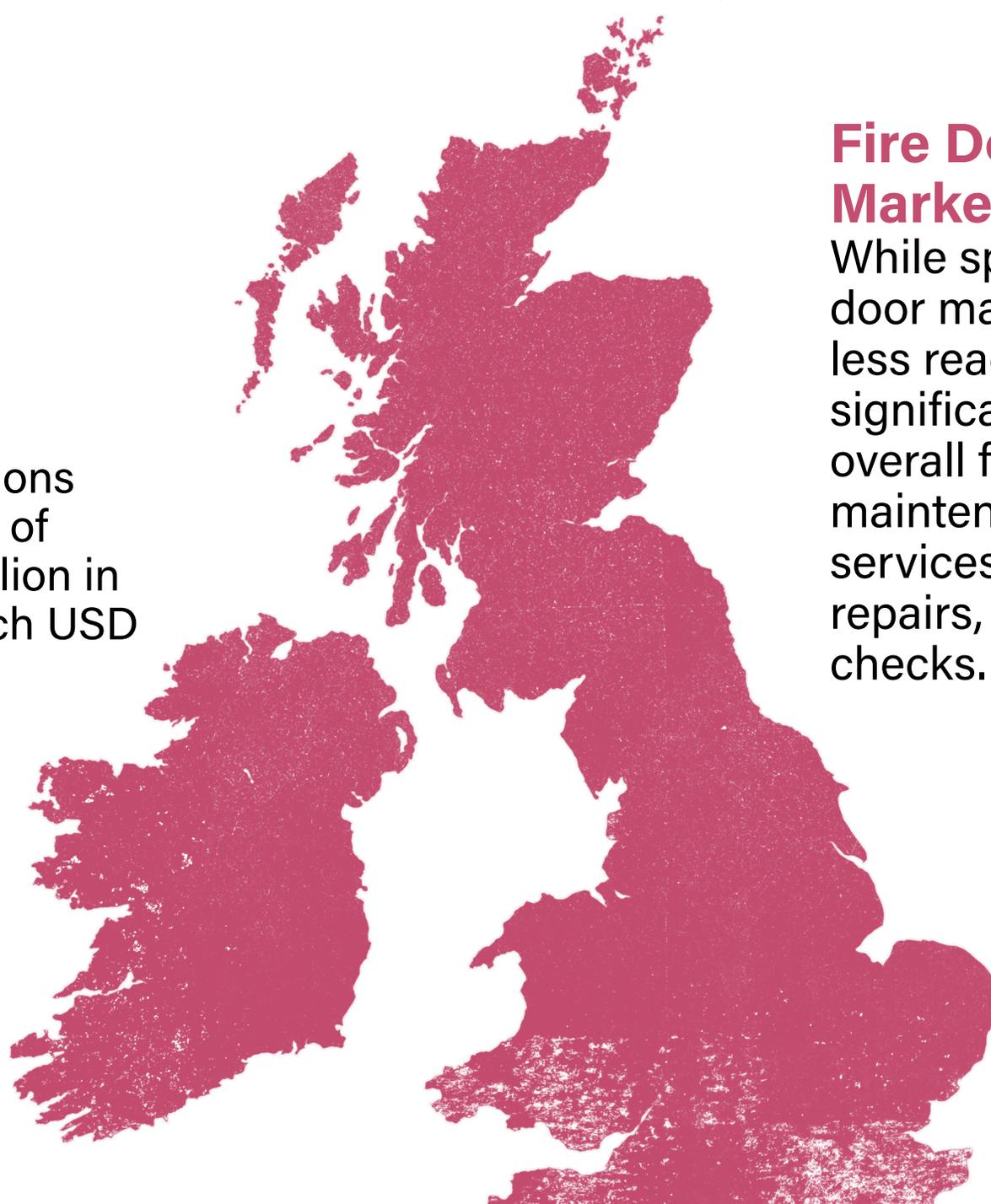
UK Market Scale

UK Market Size:

The UK fire doors and partitions market generated a revenue of approximately USD 736.1 million in 2024 and is expected to reach USD 1,268.6 million by 2030.

Fire Door Maintenance Market:

While specific data for the fire door maintenance market is less readily available, it is a significant subset of the overall fire door market. The maintenance market includes services such as inspections, repairs, and compliance checks.



Market Growth

Growth Rate: The UK fire doors and partitions market is expected to grow at a compound annual growth rate (CAGR) of approximately 9.5% from 2025 to 2030.

Drivers of Growth:

Stringent Regulations: The market is primarily driven by stringent regulatory changes post-Grenfell Tower, emphasizing fire safety in buildings. These regulations have catalyzed the demand for regular checks and higher installation rates of fire-resistant doors.

Urbanization and Infrastructure Development: Growing urbanization and infrastructure development, coupled with rising concerns about fire safety, are contributing to the market's growth.

Technological Advancements: Innovations in fire-resistant materials and smart fire door systems are opening new avenues for growth. The development of aesthetically pleasing fire doors that blend seamlessly with interior design is also creating opportunities for manufacturers.

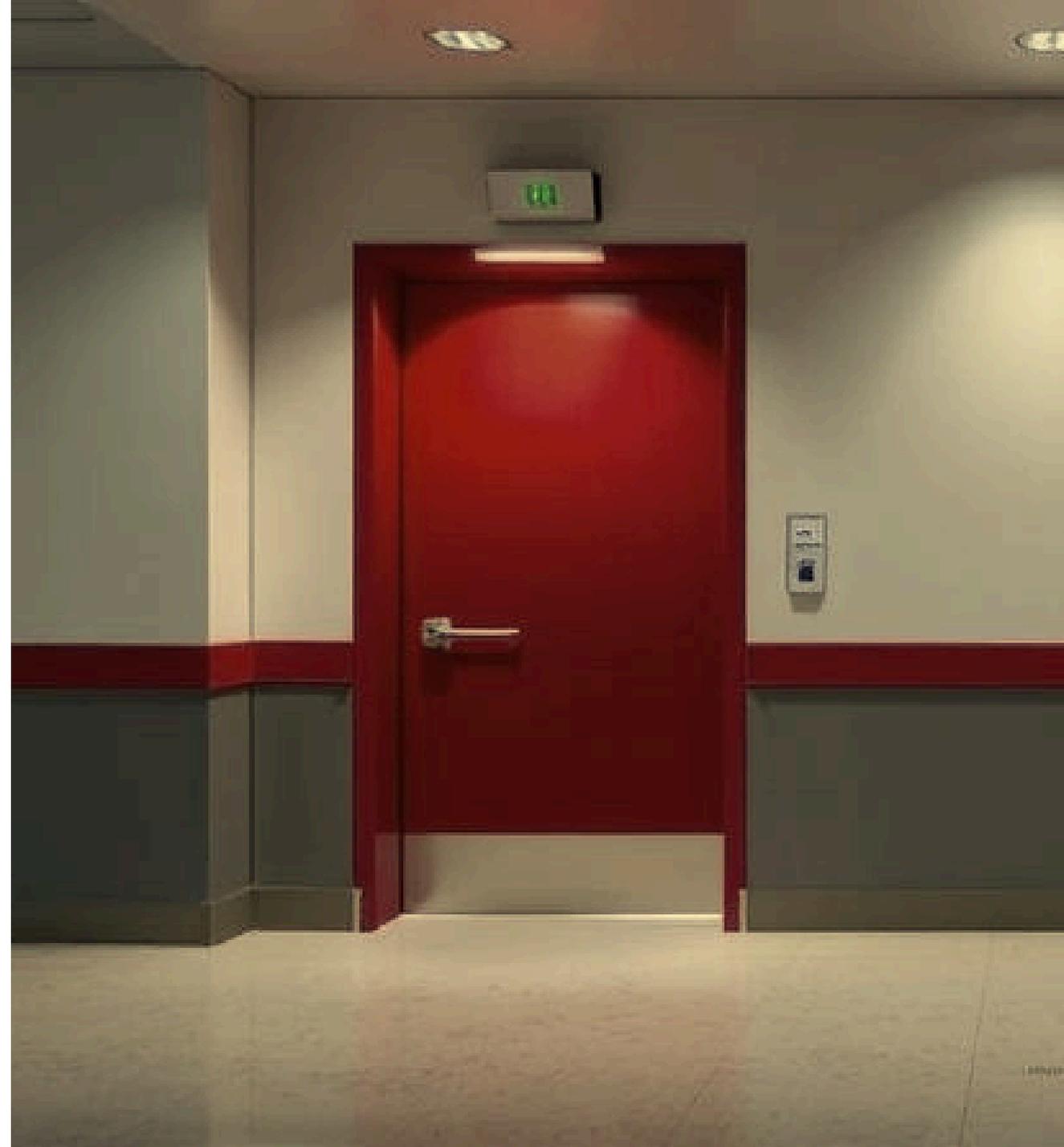
Sustainability: The growing emphasis on sustainability within the fire and safety doors market, with innovations focusing on eco-friendly materials and energy efficiency, is driving market expansion.

Trends

IoT-Enabled Fire Doors: The increasing adoption of IoT-enabled fire doors, which integrate sensors and actuators for remote monitoring and control, is a notable trend. These doors enhance fire safety and convenience.

High-Rise Buildings and Healthcare Facilities: The rising demand for fire doors in high-rise buildings and healthcare facilities is driving growth in these segments.

Fire-Resistant Glass: The focus on fire-resistant glass and other innovative materials is further contributing to market expansion.



Market Segmentation

Market segmentation is a vital component of any marketing strategy, as it involves dividing the broader market into distinct groups of customers with similar needs, preferences, or characteristics. This approach allows businesses to tailor their marketing efforts to specific segments, ensuring that their messaging, products, and services resonate more effectively with the target audience. By understanding the unique requirements and pain points of different segments, businesses can create more personalized and relevant marketing campaigns, leading to higher engagement and conversion rates. Additionally, market segmentation helps in identifying underserved or niche markets, providing opportunities for growth and differentiation.



The insights gained from market segmentation enable businesses to allocate resources more efficiently and prioritize their marketing efforts based on the potential value of each segment. This focused approach not only improves the overall effectiveness of marketing strategies but also enhances customer satisfaction and loyalty by addressing the specific needs of each segment. Moreover, segmentation helps in identifying key customer profiles, geographical regions, and industry sectors that are most likely to benefit from the company's offerings. Overall, market segmentation is essential for developing targeted and impactful marketing strategies that drive business growth and ensure long-term success.

Industry Sectors



Real Estate: Property development and management companies with a portfolio of commercial and residential buildings.



Education: Schools, colleges, and universities with a focus on ensuring the safety of students and staff.



Healthcare: Hospitals, clinics, and nursing homes requiring stringent fire safety measures to protect patients and staff.



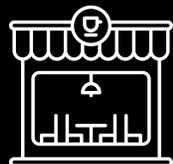
Government: Local and national government buildings needing compliance with fire safety regulations.



Industrial: Manufacturing plants, warehouses, and distribution centers with specific fire safety requirements.



Data Centers: Facilities housing critical data and IT infrastructure, requiring robust fire safety measures.



Hospitality: Hotels, restaurants, and entertainment venues needing to ensure the safety of guests and staff.

Building Types

Market Segmentation



Commercial Buildings: Offices, retail spaces, and commercial complexes. These buildings require regular fire door maintenance to ensure the safety of employees and customers.



Residential Buildings: Apartment complexes, condominiums, and housing associations. Fire door maintenance is critical to protect residents, especially in high-rise buildings.



Public Sector Buildings: Government buildings, schools, libraries, and community centers. Compliance with fire safety regulations is essential to ensure public safety.



Healthcare Facilities: Hospitals, clinics, and nursing homes. These facilities house vulnerable populations and must adhere to strict fire safety standards.



Critical Sites: Data centers, power plants, and other critical infrastructure. Fire door maintenance is vital to protect valuable assets and ensure continuity of operations.

Geographical Regions

The geographical regions section is a crucial aspect of market segmentation that involves identifying and categorizing the specific areas where the target market is located. By analyzing geographical regions, businesses can better understand the unique characteristics and needs of customers in different locations. This approach allows for the creation of tailored marketing strategies that consider local preferences, cultural nuances, and regional trends. Additionally, understanding geographical segments helps businesses allocate resources more efficiently, prioritize market expansion efforts, and develop region-specific campaigns that resonate with local audiences.

Geographical segmentation also enables businesses to identify potential growth opportunities in underserved or emerging markets. By focusing on specific regions, companies can gain a competitive edge by addressing the distinct challenges and opportunities present in each area. For instance, urban areas may require different marketing approaches compared to rural regions, and the demand for certain products or services may vary based on regional factors such as climate, population density, and economic conditions. Overall, the geographical regions section provides valuable insights that inform strategic decision-making and enhance the effectiveness of marketing efforts across diverse locations.



Customers in range

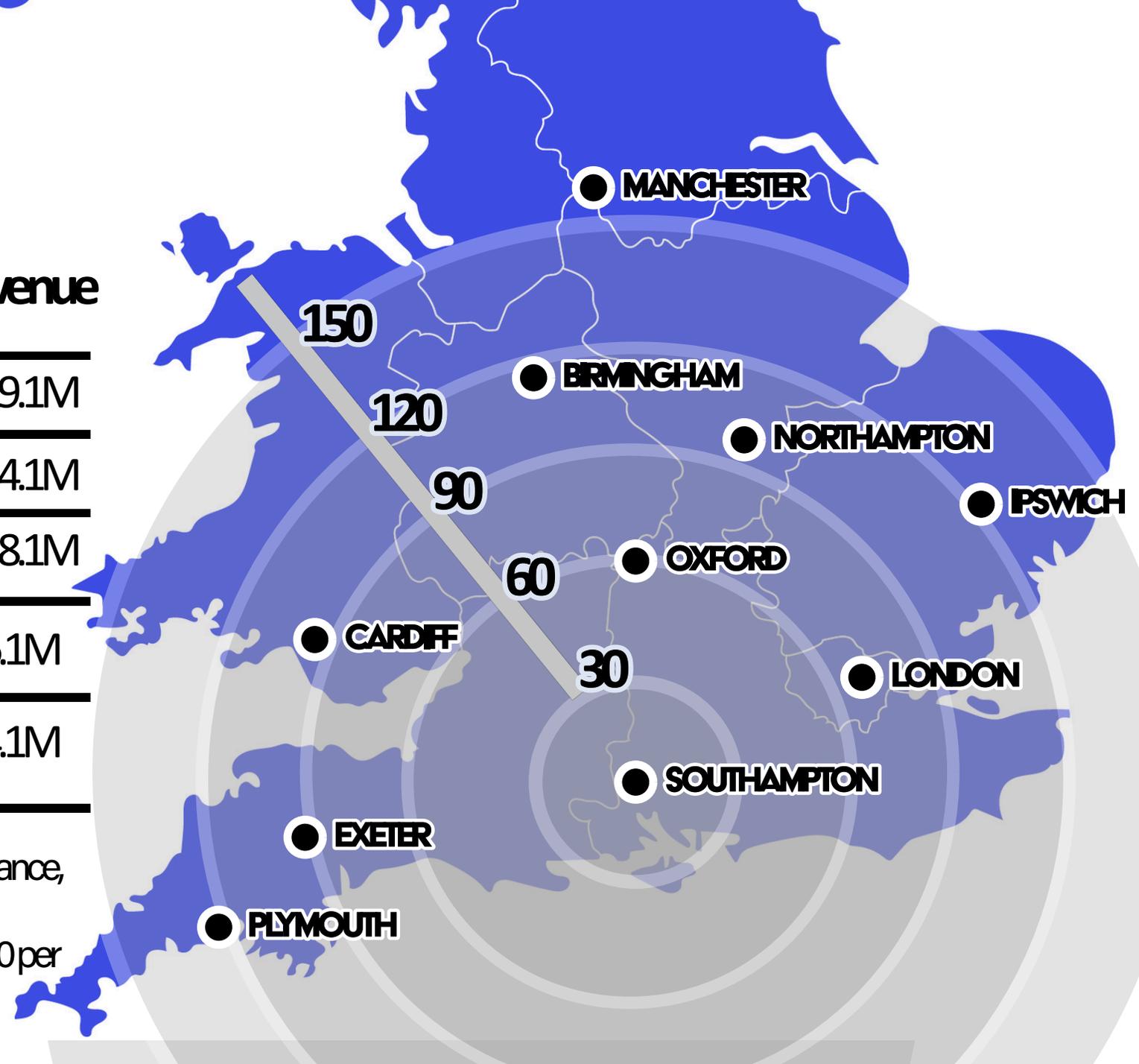
Distance /Miles	Customers	Revenue
+150	838,200	£419.1M
+120	688,200	£344.1M
+90	376,200	£188.1M
+60	112,200	£56.1M
Southampton +30	28,200	£14.1M

Potential Fire Door Customers:

Assuming 30% of businesses require fire door maintenance,

Potential Market Size:

Assuming an average annual maintenance cost of £500 per business,



Customer Profiles

Key Motivations

Safety and Compliance: Customers are motivated by the need to protect occupants and ensure compliance with

Building Owners: Individuals or companies responsible for the ownership and management of buildings. They are key decision-makers in fire safety compliance.

Property Managers: Professionals managing the day-to-day operations of buildings, including maintenance and safety.

Facilities Managers: Responsible for ensuring the safety and functionality of buildings, including fire door maintenance.

Compliance Officers: Individuals tasked with ensuring buildings adhere to fire safety regulations and standards.

Health and Safety Officers: Professionals focused on maintaining a safe environment for occupants, including fire safety measures.



Building Owners:

Needs: Ensure compliance, protect occupants, and maintain property value.

Challenges: Budget constraints, finding reliable providers, and understanding regulations.

Behaviors: Research providers online, seek referrals, and prioritize accredited services.

Building Owner Barry

- Name: Barry Thompson
- Age: 50
- Job Title: Property Owner and Manager
- Location: London

Background:

Owns and manages multiple commercial and residential properties.

Has 20+ years of experience in the real estate industry.

Goals:

Ensure all properties comply with fire safety regulations.

Maintain a safe environment for tenants and occupants.

Avoid legal penalties and reputational damage.

Pain Points:

Complexity of fire safety regulations.

Finding reliable and cost-effective maintenance providers.

Managing multiple properties with different fire safety needs.

Preferred Channels:

Email newsletters.

Industry conferences and trade shows.

Professional networks and associations.

Motivations:

Keeping properties safe and compliant.

Protecting his investment and ensuring tenant satisfaction.

Building a positive reputation in the industry.



Property Managers:

Needs: Maintain building safety, ensure smooth operations, and meet regulatory requirements.

Challenges: Coordinating with multiple service providers, managing budgets, and staying informed about regulations.

Behaviors: Attend industry events, read industry publications, and engage with professional networks.

Property Manager Priya

Name: Priya Patel

Age: 35

Job Title: Property Manager

Location: South East England

Background:

Manages several commercial office buildings.

Holds a degree in Facilities Management.

10 years of experience in property management.

Goals:

Ensure the safety and compliance of all managed properties.

Provide efficient and hassle-free maintenance services.

Optimize property operations and reduce costs.

Pain Points:

Coordinating maintenance schedules for multiple properties.

Balancing budget constraints with safety needs.

Staying updated with changing regulations.

Preferred Channels:

Professional networking events.

Industry-specific websites and forums.

Email updates and webinars.

Motivations:

Ensuring occupant safety and satisfaction.

Maintaining smooth property operations.

Building a strong professional reputation.



Facilities Managers:

Needs: Ensure building safety, manage maintenance schedules, and adhere to compliance standards.

Challenges: Balancing maintenance tasks, staying updated on regulations, and finding cost-effective solutions.

Behaviors: Use industry-specific software, participate in training programs, and consult with experts.

Facilities Manager Frank

Name: Frank Mitchell

Age: 45

Job Title: Facilities Manager

Location: Southampton

Background:

Oversees the maintenance of a large corporate office building.

Holds certifications in facilities management and fire safety. 15 years of experience in the facilities management field.

Goals:

Ensure all facilities comply with fire safety regulations.

Maintain the functionality and safety of the building.

Optimize maintenance processes and reduce downtime.

Pain Points:

Technical challenges in maintaining fire doors.

Balancing safety requirements with budget constraints.

Managing a large team of maintenance staff.

Preferred Channels:

Industry trade publications.

Online training courses and certifications.

Webinars and professional forums.

Motivations:

Ensuring the safety and compliance of the building.

Enhancing the efficiency of maintenance operations.

Continuous professional development and learning.



Compliance Officers:

Needs: Ensure buildings meet all fire safety regulations and standards.

Challenges: Navigating complex regulations, staying updated on changes, and ensuring company-wide compliance.

Behaviors: Follow regulatory updates, attend compliance seminars, and engage with regulatory bodies.

Compliance Officer Claire

Name: Claire Wilson

Age: 40

Job Title: Compliance Officer

Location: Hampshire

Background:

Responsible for ensuring regulatory compliance in a healthcare facility.

Holds a degree in Health and Safety Management.

12 years of experience in compliance and safety.

Goals:

Ensure the healthcare facility meets all fire safety regulations.

Conduct regular audits and inspections.

Implement best practices in fire safety compliance.

Pain Points:

Navigating complex and evolving fire safety regulations.

Coordinating with different departments for compliance.

Managing documentation and record-keeping.

Preferred Channels:

Industry compliance seminars and workshops.

Professional associations and memberships.

Email updates and compliance newsletters.

Motivations:

Ensuring the safety of patients and staff.

Maintaining compliance with regulations.

Building a strong reputation for the facility.



Health & Safety Officers:

Needs: Maintain a safe environment for occupants and ensure compliance with fire safety standards.

Challenges: Identifying potential safety risks, managing compliance documentation, and coordinating safety measures.

Behaviors: Conduct regular safety audits, participate in safety training, and collaborate with other departments.

Health and Safety Officer Hannah

Name: Hannah Roberts

Age: 38

Job Title: Health and Safety Officer

Location: South West England

Background:

Responsible for health and safety in a large manufacturing plant.

Holds certifications in occupational health and safety.

10 years of experience in health and safety management.

Goals:

Ensure a safe working environment for all employees.

Implement and maintain fire safety protocols.

Conduct regular safety training and drills.

Pain Points:

Keeping up with changing fire safety regulations.

Ensuring compliance across a large facility.

Balancing safety measures with production goals.

Preferred Channels:

Industry safety conferences.

Online safety training platforms.

Email newsletters and safety bulletins.

Motivations:

Protecting the health and safety of employees.

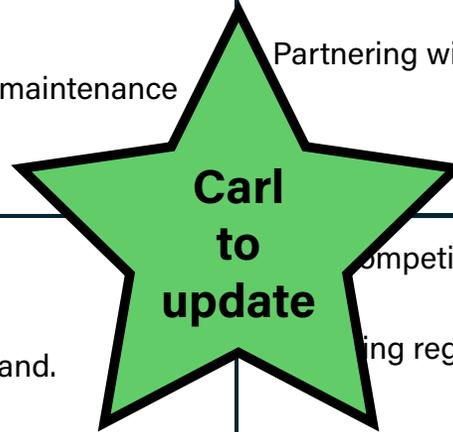
Ensuring compliance with safety regulations.

Enhancing the overall safety culture of the facility.



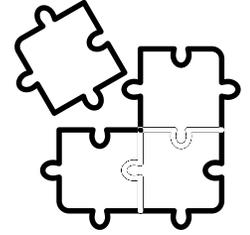
SWOT Analysis

<p>STRENGTHS</p> <p>BM Trada accreditation for third-party inspection surveys and maintenance.</p> <p>Comprehensive fire door surveys and detailed inspection reports.</p> <p>Use of advanced technology and software for data management.</p> <p>Practical benefits and substantial value to clients' annual fire door maintenance strategy.</p>	<p>OPPORTUNITIES</p> <p>Increasing awareness of fire safety and compliance.</p> <p>Expanding into new geographical regions and market segments.</p> <p>Partnering with industry associations and safety organizations.</p>
<p>Limited brand awareness in a competitive market.</p> <p>Potential challenges in scaling operations to meet growing demand.</p> <p>WEAKNESSES</p>	<p>Competitors entering the market.</p> <p>Changing regulations and compliance requirements.</p> <p>Economic downturns affecting clients' budgets for maintenance services.</p> <p>THREATS</p>



Pain Points and Challenges

Lack of Awareness: Many building owners and managers are not fully aware of the importance of regular fire door maintenance and compliance requirements.



Budget Constraints: Allocating budget for fire door maintenance can be challenging, especially in buildings with tight financial constraints.



Complex Regulations: Navigating complex fire safety regulations and standards can be overwhelming for customers, leading to compliance gaps.



Finding Trusted Providers: Customers may struggle to find reliable and accredited service providers who can deliver consistent and high-quality maintenance.



Customer Journey Mapping

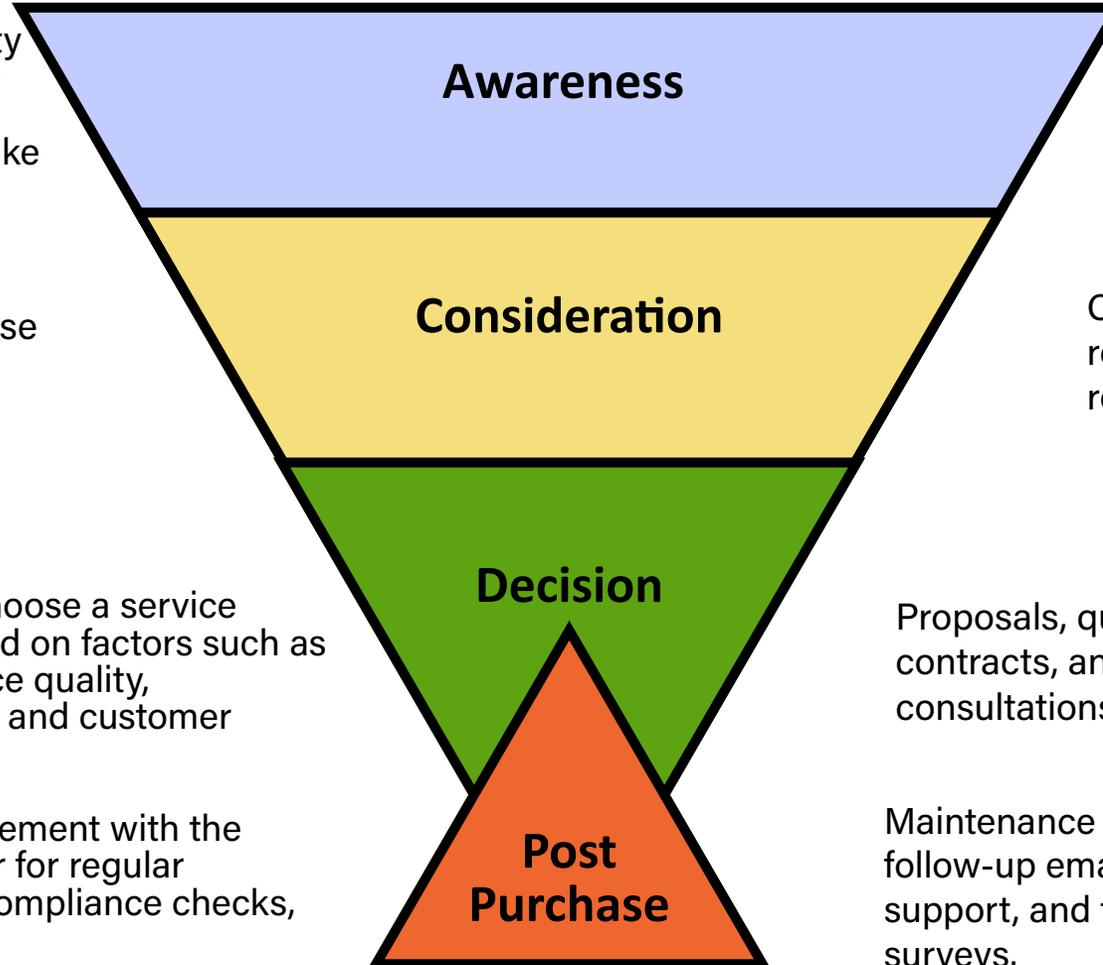
Touchpoints

Customers become aware of fire safety regulations and the importance of fire door maintenance through industry reports, news articles, and incidents like Grenfell.

Customers evaluate different service providers, seeking those with technical expertise, accreditation, and positive reviews.

Customers choose a service provider based on factors such as pricing, service quality, accreditation, and customer support.

Ongoing engagement with the service provider for regular maintenance, compliance checks, and support.



Awareness

Consideration

Decision

Post Purchase

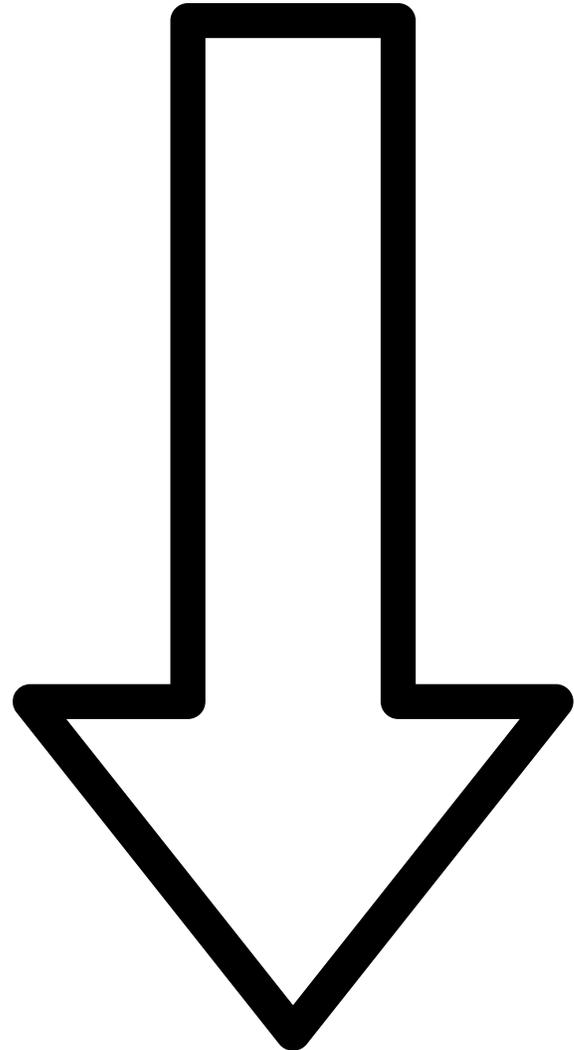
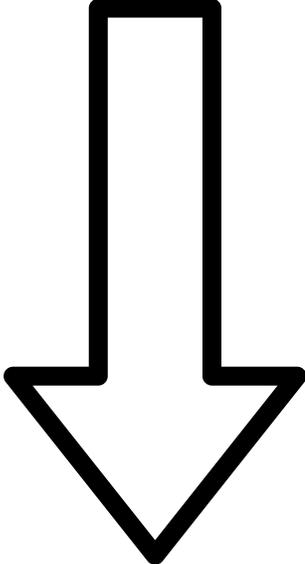
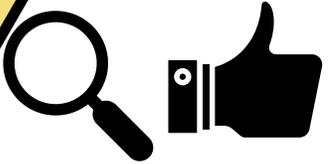
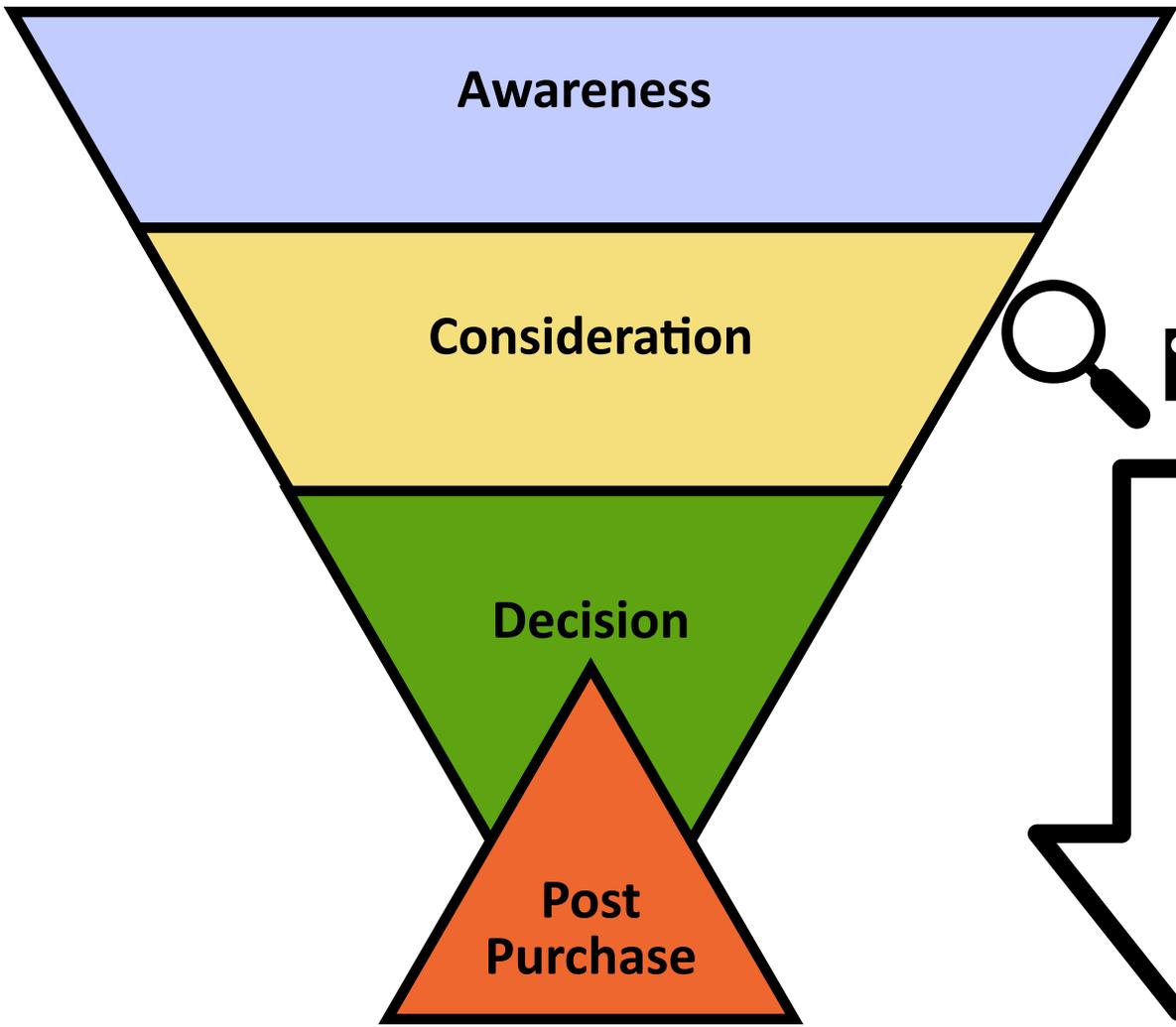
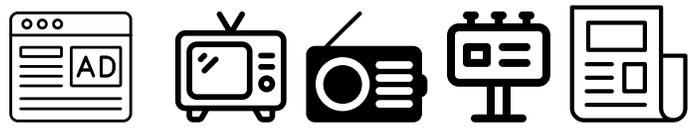
Online searches, industry publications, social media, webinars, and safety organizations.

Company websites, online reviews, testimonials, referrals, and consultations.

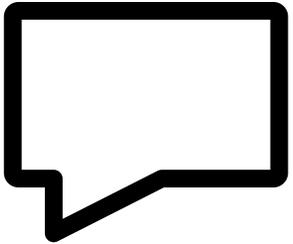
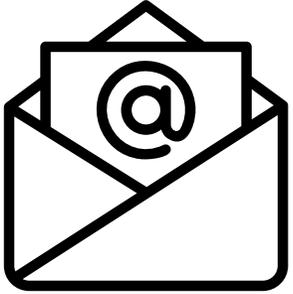
Proposals, quotes, contracts, and initial consultations.

Maintenance visits, follow-up emails, customer support, and feedback surveys.

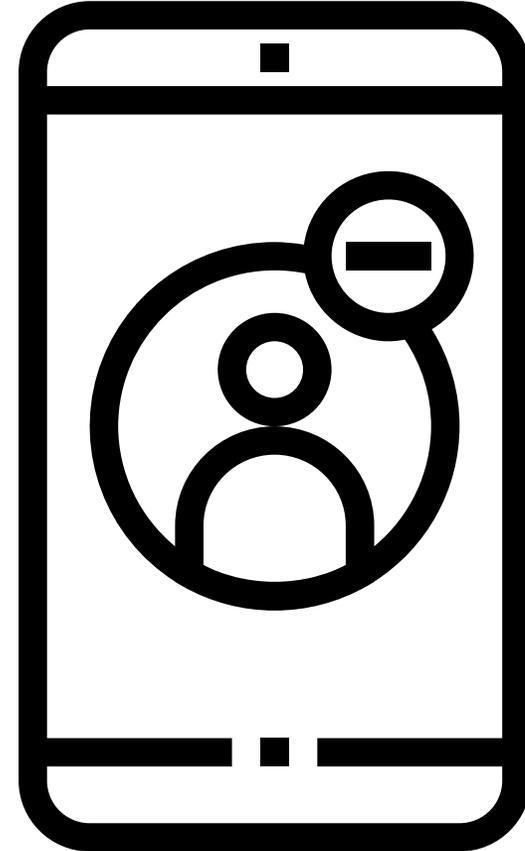
Media Touchpoint Mapping



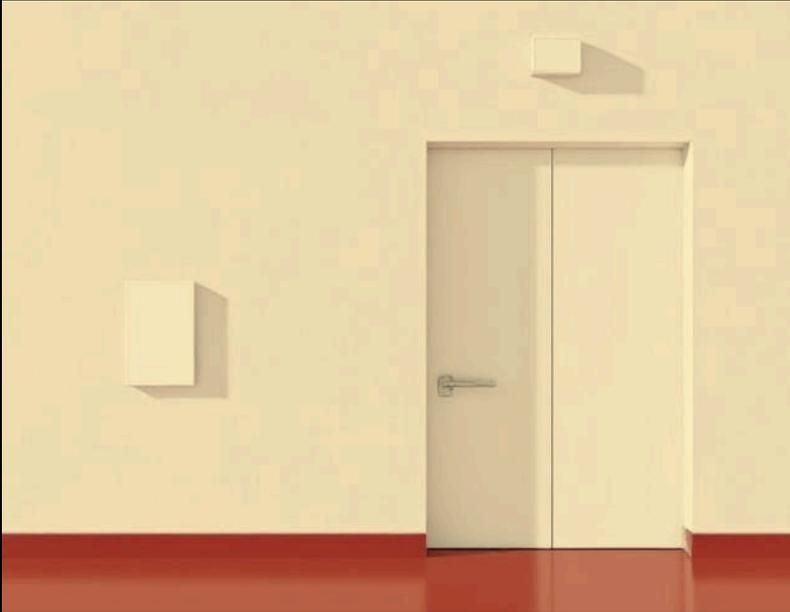
Direct Communications



Website and app



Industry Trends



Best Practices:

Continuous improvement and adherence to best practices in fire door maintenance.



Regulatory Changes:

Keeping up with evolving fire safety regulations and standards.



Emerging Technologies:

Adoption of advanced technology and software for data management and compliance tracking.

Understand Customer Needs

Cost-Effective Solutions:

Customers seek value for money, with affordable yet high-quality services that don't compromise on safety.



Regular Maintenance:

Ongoing fire door maintenance is essential to prevent failures during emergencies and maintain the integrity of life safety systems.

Compliance and Safety:

Building owners and managers need reliable services to ensure their buildings comply with fire safety regulations and protect occupants.



Competitive Analysis

Direct Competitors: Other companies offering fire door maintenance, inspection, and compliance services.

Indirect Competitors: Companies providing complementary fire safety solutions, such as fire alarm systems and fire suppression systems.

Strengths: The client's strengths include BM Trada accreditation, comprehensive fire door surveys, use of the latest technology and software, and a value-added pricing structure.

Weaknesses: Potential weaknesses could include limited brand awareness and market reach compared to larger competitors.



Natural Safety

Services: Certified fire door inspections, detailed inspection reports, and fire door registers.

Strengths:

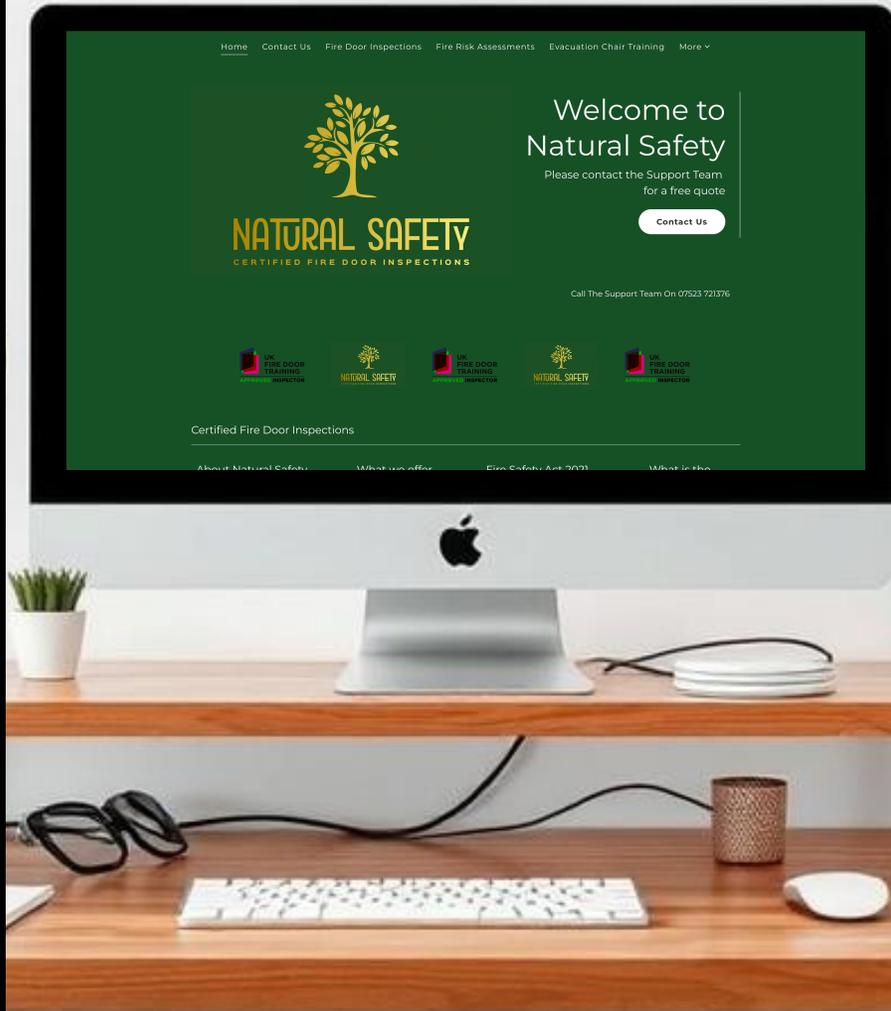
UKFDT certification for fire door inspections.

Comprehensive inspection reports including inventory, photography of defects, and detailed condition assessments.

Nationwide coverage and low-cost services.

Weaknesses:

Smaller company size may limit scalability and market reach.



Fire And Safety Works

Services: Fire door installation, maintenance, surveys, and fire stopping services.

Strengths:

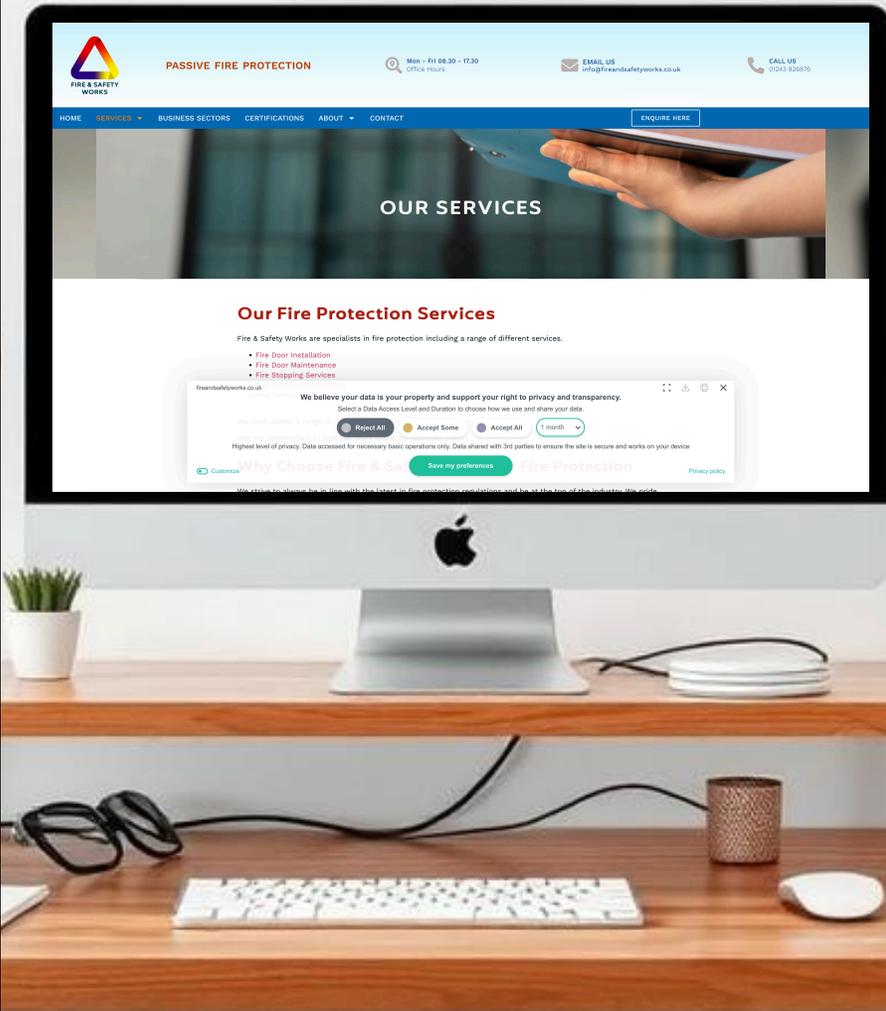
BlueSky Certification for fire door installation, maintenance, and inspections.

Extensive experience with a wide range of industries and building types.

Strong customer satisfaction and positive testimonials.

Weaknesses:

Primarily focused on central and greater London, which may limit geographical reach.



Capital Fire Doors

Services: Supply and installation of high-performance fire doors, fire stopping, and fire door inspections.

Strengths:

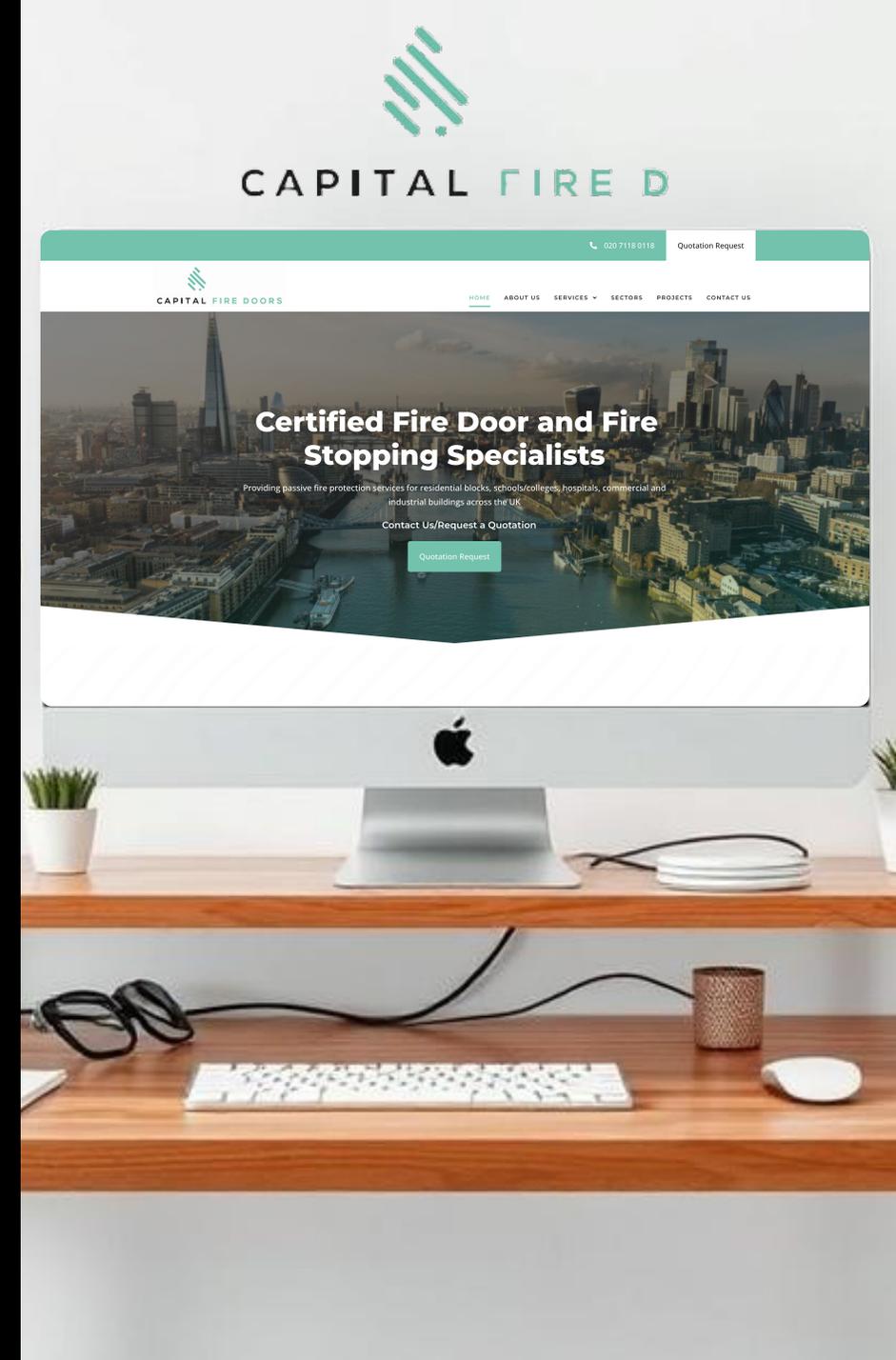
Over 40 years of experience in manufacturing, maintaining, and installing fire doors.

Comprehensive services including fire door inspection, maintenance, and installation.

Enhanced DBS checked and verified tradespeople.

Weaknesses:

High-performance focus may result in higher costs for clients.



J&H Fire Protection UK Ltd.

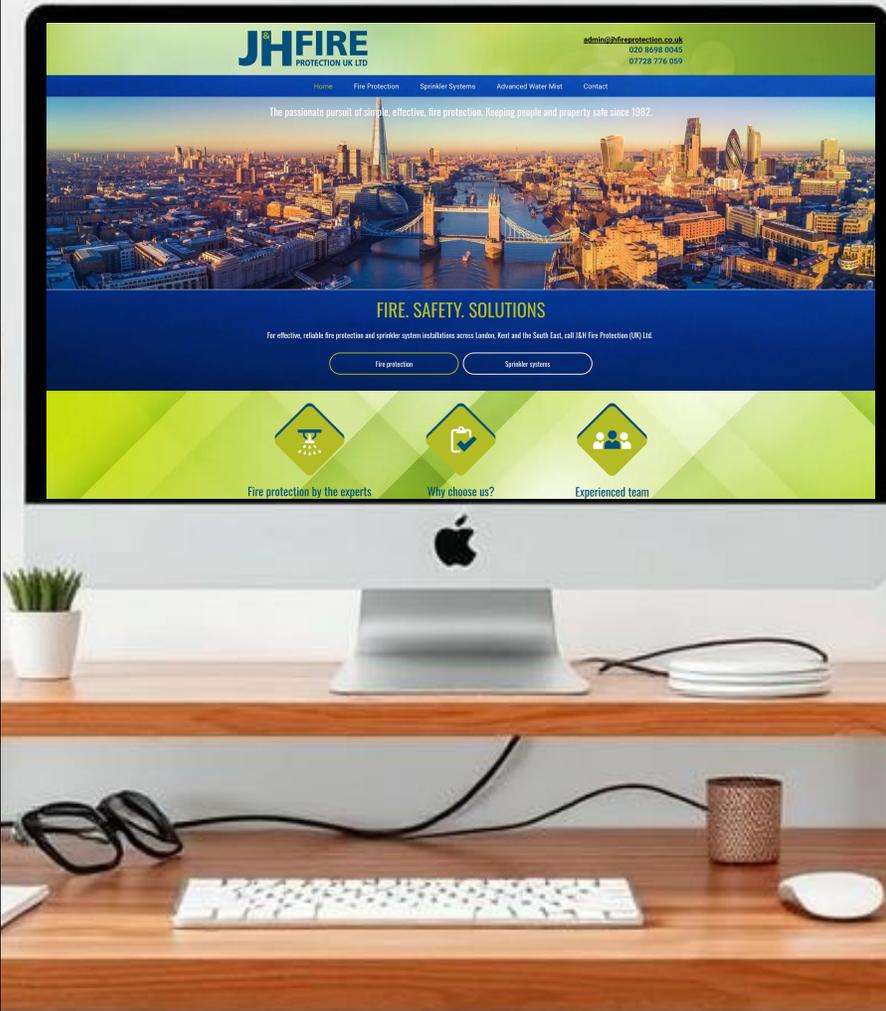
Services: Fire safety solutions in London, Kent, and South East England.

Strengths:

Over 35 years of experience in fire protection. Comprehensive fire protection services including sprinkler systems and fire alarm installations. Available 24/7, 365 days a year.

Weaknesses:

Limited to South East England, which may restrict market expansion.



BGS

Services: Fire door repairs and maintenance services, CHAS accredited.

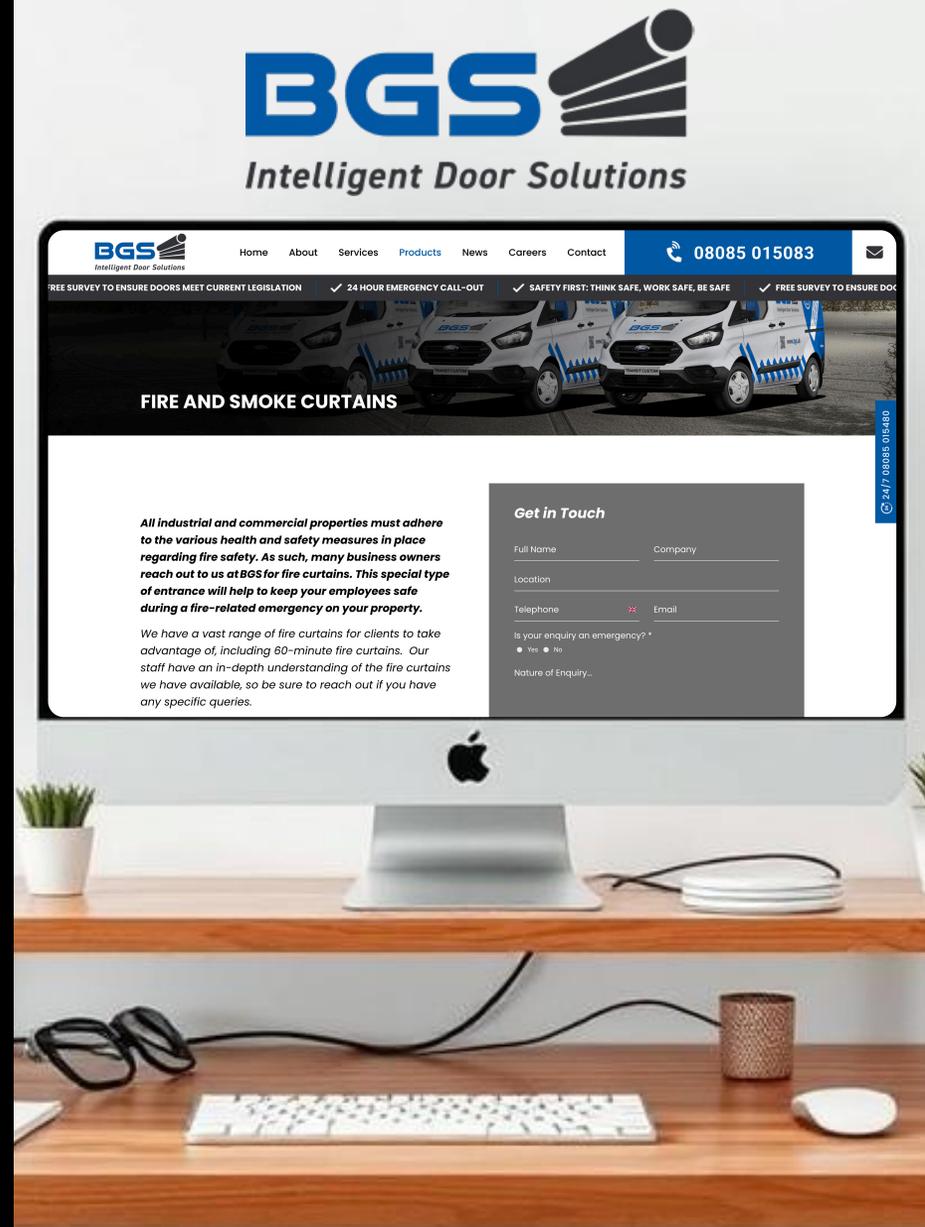
Strengths:

24/7 availability and rapid response times.

Comprehensive repair and maintenance services for various types of fire doors.

Nationwide coverage with stocked warehouses in England, Wales, and Scotland.

Weaknesses:



Fire Door Experts

Services: Fire door surveys, inspections, supply, installation, and ongoing maintenance.

Strengths:

BM Trada Q-Mark certification for fire door installation and maintenance.

Over 30 years of experience in the construction industry.

Comprehensive services including fire door fitting, maintenance, and repairs.

Weaknesses:

Primarily focused on London and the South East, which may limit geographical reach.



Fire Door Safety Inspection Services

Services: Fire door inspections, maintenance, and repairs.

Strengths:

Specializes in fire door inspections and maintenance.

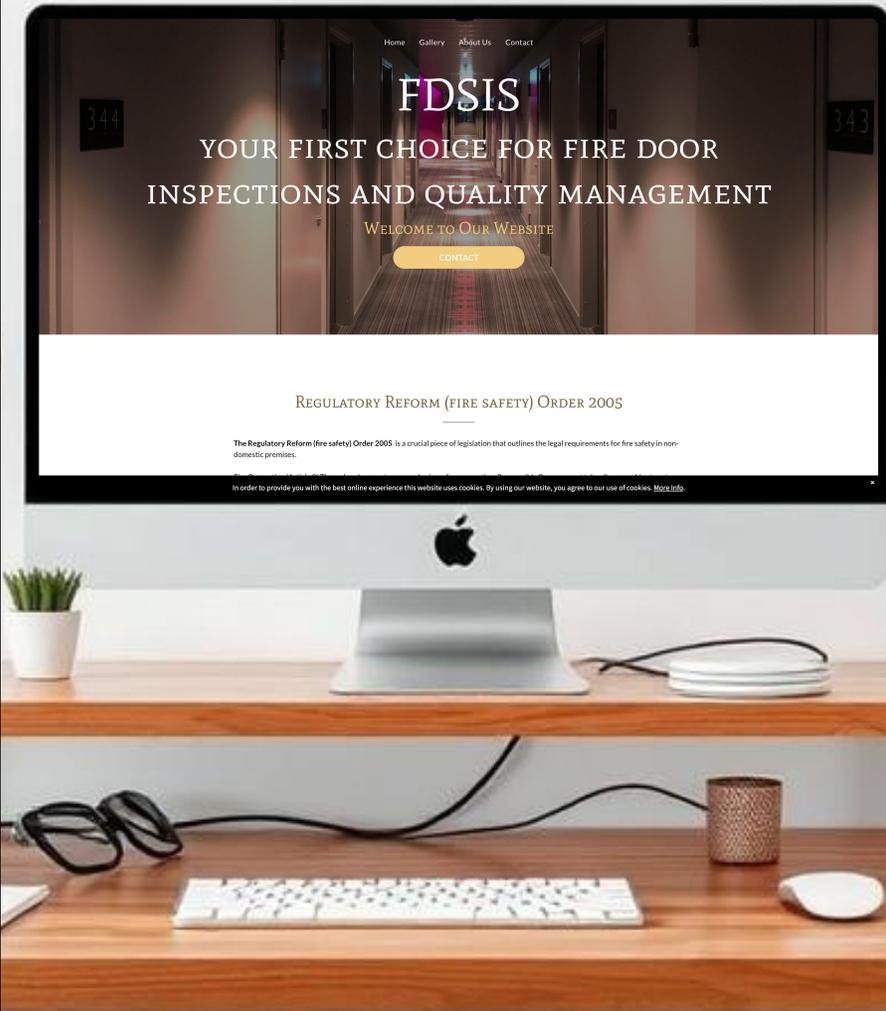
Focus on compliance with the Fire Safety (England) Regulations 2022.

Provides detailed inspection reports and maintenance recommendations.

Weaknesses:

Limited service offerings compared to competitors with broader portfolios.

FDSIS



Fire Door Inspection Scheme (FDIS)

Services: Fire door inspection services and certification.

Strengths:

Established independent fire door inspection scheme with a focus on education and certification.

Access to a register of fully trained and certified fire door inspectors.

Comprehensive training and certification programs for fire door inspectors.

Weaknesses:

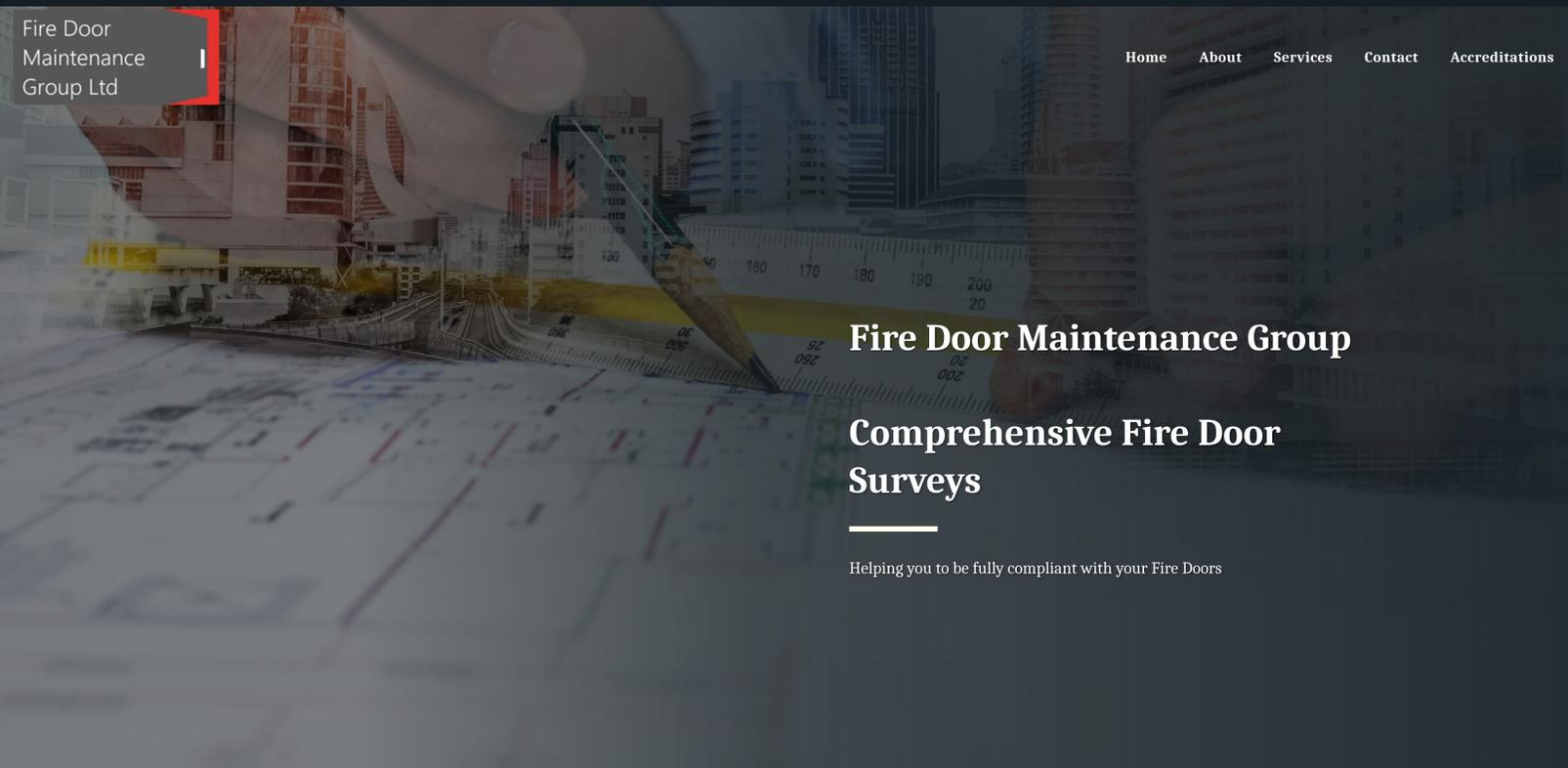
Primarily focused on inspection and certification, which may limit service diversification.



<https://fdis.co.uk/>

SECTION TWO

BRAND GUIDELINES



Fire Door
Maintenance
Group Ltd

[Home](#) [About](#) [Services](#) [Contact](#) [Accreditations](#)

Fire Door Maintenance Group

**Comprehensive Fire Door
Surveys**

Helping you to be fully compliant with your Fire Doors

**Fire Door
Maintenance
Group Ltd.**

Positioning Strategy

Positioning Statement:

"Fire Door Maintenance Group provides comprehensive, BM Trada accredited fire door surveys and maintenance services, ensuring compliance and safety for all building types across the UK. Our technical expertise, practical application, and value-added pricing make us the trusted partner for building owners and managers committed to fire safety."



Unique Value Proposition (UVP)

Technical Expertise:

Fire Door Maintenance LTD offers technical understanding and practical application, setting us apart from competitors.

Value-Added Pricing:

We offer high-quality services at a competitive price, making compliance accessible to all companies and organizations.

Comprehensive Service:

From initial consultation to ongoing maintenance, we provide a full spectrum of fire door maintenance services.



Mission Statement(s)



Option 1: "Our mission is to safeguard lives by providing comprehensive and reliable fire door maintenance solutions that ensure compliance, enhance safety, and foster a culture of proactive fire protection in all buildings."

Option 2: "Our mission is to raise awareness and promote the importance of passive fire protection by delivering expert fire door maintenance services that protect lives, property, and ensure a safer future for all building occupants."

Option 3: "Our mission is to be the trusted partner for building owners and managers, offering exceptional fire door maintenance services that prioritize safety, compliance, and accessibility for every building and its occupants."

Option 4: "Our mission is to deliver top-quality fire door maintenance services that ensure the safety and compliance of buildings, while educating and empowering our clients to create a secure environment for all."

Vision Statement(s)



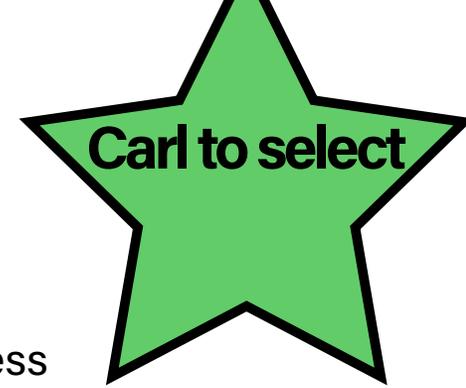
Option 1: "Our vision is to be the leading authority in fire safety, ensuring that every building is equipped with compliant, well-maintained fire doors, protecting lives and property, and fostering a safer world."

Option 2: "Our vision is to create a future where all buildings are safeguarded by the highest standards of fire door maintenance, ensuring the safety and wellbeing of every occupant through unwavering commitment to excellence and compliance."

Option 3: "Our vision is to become the trusted partner for building owners and managers worldwide, setting the benchmark for fire door maintenance and safety, and contributing to a culture of proactive fire protection."

Option 4: "Our vision is to lead the industry in fire door maintenance, championing the cause of fire safety and compliance, and becoming a beacon of trust and reliability for all our clients."

Brand Values



Although all seven are important, we need to focus on **THREE!**. This is one to consider with business associates and peers. It's not to be rushed! These will shape your brand moving forward

Integrity: "We uphold the highest standards of honesty and transparency in all our interactions. We are committed to doing the right thing, even when no one is watching."

Reliability: "We deliver consistent, dependable services that our clients can trust. Our commitment to reliability ensures that every project is completed to the highest standards of safety and compliance."

Innovation: "We embrace innovation and continuously seek new ways to improve our services. We leverage the latest technology and industry best practices to provide cutting-edge solutions for our clients."

Customer-Centricity: "Our customers are at the heart of everything we do. We listen to their needs, understand their challenges, and deliver tailored solutions that exceed their expectations."

Safety: "Safety is our top priority. We are dedicated to protecting lives and property through our unwavering commitment to fire safety and compliance."

Excellence: "We strive for excellence in every aspect of our work. Our dedication to quality and attention to detail ensures that we deliver the best possible outcomes for our clients."

Collaboration: "We believe in the power of collaboration and teamwork. We work closely with our clients, partners, and industry experts to achieve shared goals and drive positive change."

Logos



Fire
Door
Maintenance
Group



EDMG
Fire Door Maintenance Group



Fire
Door
Maintenance
Group



Fire Door Maintenance Group
EDMG



The current logo combines the business name with imagery of a door-a-jar, symbolica of an open fire door. We need to be careful as fire doors should remain closed unless in active use (being opened by a human). However, the brand owner wants minimal change to the current design

Using Lato as a font, and focusing on the negative space of the current asset, we now are able to utilise the door to produce a brand asset which can be used across a number of FDMG assets (Clothing, Stationary, Vehicles,)

The triangle corner assets for the door make interesting iconography to use in design artifacts. The Merriweather font provides a striking set of iconography to consider

Colour Palette

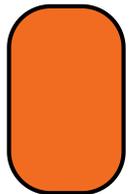
Primary Colours

1. Integrity Blue (#2A5D9B):



Explanation: This strong, trustworthy blue symbolizes integrity and professionalism. It conveys a sense of reliability and stability, making it an ideal choice for a brand committed to upholding high standards of honesty and transparency. Integrity Blue helps to build trust and confidence among clients and stakeholders.

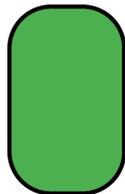
2. Safety Orange (#F16C20):



Explanation: This vibrant, attention-grabbing orange represents safety and reliability. It is a warm and energetic color that draws attention and signifies caution and alertness. Safety Orange highlights the brand's commitment to ensuring the safety and protection of building occupants through comprehensive fire door maintenance services.

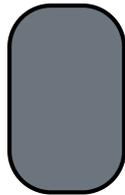
Secondary Colours

1. Innovation Green (#4CAF50):



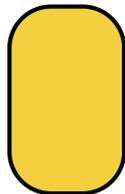
Explanation: This fresh, dynamic green symbolizes innovation and growth. It reflects the brand's dedication to embracing new technologies and continuously improving its services. Innovation Green conveys a sense of progress and forward-thinking, making it an excellent choice for a brand focused on delivering cutting-edge solutions.

2. Excellence Grey (#6C757D):



Explanation: This sophisticated grey conveys excellence and professionalism. It is a neutral and balanced color that adds an element of refinement and quality to the brand. Excellence Grey is ideal for communicating the brand's commitment to achieving the highest standards in every aspect of its work.

3. Collaboration Yellow (#F4D03F):



Explanation: This warm, inviting yellow represents collaboration and positivity. It is a cheerful and optimistic color that fosters a sense of teamwork and cooperation. Collaboration Yellow highlights the brand's belief in the power of working together with clients, partners, and industry experts to achieve shared goals.

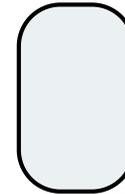
Accent Colours

1. Customer-Centric Cyan (#00BCD4):



Explanation: This bright, approachable cyan reflects customer-centricity and clarity. It is a refreshing and engaging color that conveys openness and transparency. Customer-Centric Cyan emphasizes the brand's focus on understanding and meeting the needs of its customers, delivering tailored solutions that exceed their expectations.

2. Excellence White (#FFFFFF):



Explanation: This crisp, clean white represents purity and excellence. It is a versatile and timeless color that enhances the overall look and feel of the brand. Excellence White conveys a sense of simplicity and perfection, underscoring the brand's dedication to delivering high-quality services.

Typography

Primary Font

Acumin Pro:

Headings: Acumin Pro Bold

Body Text: Acumin Pro Regular

Captions: Acumin Pro Italic

Description: Acumin Pro is a versatile and widely used sans-serif font known for its clarity and readability. It conveys professionalism and reliability, making it an excellent choice for both print and digital materials. Arial ensures that your messaging is clear and accessible.

Secondary Font

Lato:

Headings: Lato Bold

Body Text: Lato Regular

Captions: Lato Italic

Description: Lato is a modern and elegant sans-serif font with a friendly and approachable feel. It complements Arial well and adds a touch of sophistication to your brand's visual identity. Lato is ideal for maintaining a consistent and cohesive look across various platforms.

Accent Font

Merriweather:

Headings: Merriweather Bold

Body Text: Merriweather Regular

Captions: Merriweather Italic

Description: Merriweather is a serif font designed for readability on screens. It adds a touch of elegance and tradition to your brand's typography, making it suitable for formal and authoritative content. Merriweather pairs well with both Arial and Lato, offering a versatile option for different content types.

Brand Voice and Tone

Voice: Describe the overall personality of the brand's communication. For example: Professional, knowledgeable, and approachable.

Tone: Outline how the brand's voice should be adapted based on the context. For example:

Informative Content: Clear, concise, and authoritative.

Customer Interactions: Friendly, empathetic, and helpful.

Promotional Content: Engaging, persuasive, and motivating.



Brand Voice

Description: Your brand voice is the distinct personality and style of communication that remains consistent across all channels. It embodies the core values and mission of your brand, creating a unique and recognizable identity.

Personality Traits: Professional, knowledgeable, approachable, trustworthy, and empathetic.

Purpose: To convey expertise, build trust, and create a positive and engaging experience for your audience.

Brand Tone

Context: Used for customer interactions, social media, and casual communications.

Characteristics: Warm, engaging, and approachable.

Example: "Hey there! Need help with fire door maintenance? We're here to make it easy and stress-free for you. Reach out to us anytime!"

Persuasive Tone

Context: Used for marketing materials, promotional content, and calls to action.

Characteristics: Motivating, enthusiastic, and engaging.

Example: "Protect your building and ensure compliance with our expert fire door maintenance services. Contact us today for a free consultation and discover the benefits of working with a trusted partner."

Empathetic Tone

Context: Used for addressing customer concerns, support queries, and sensitive topics.

Characteristics: Compassionate, understanding, and supportive.

Example: "We understand that navigating fire safety regulations can be challenging. Our team is here to guide you every step of the way and ensure your building is safe and compliant."

Authoritative Tone

Context: Used for official communications, regulatory updates, and compliance information.

Characteristics: Confident, knowledgeable, and credible.

Example: "As a BM Trada accredited provider, we are committed to delivering the highest standards of fire door maintenance. Trust our expertise to keep your building safe and compliant."

Informative Tone

Context: Used for educational content, blog posts, and detailed explanations.

Characteristics: Clear, concise, authoritative, and fact-based.

Example: "Fire door maintenance is essential for ensuring the safety of your building. Our comprehensive services include regular inspections, repairs, and compliance checks to meet all regulatory requirements."

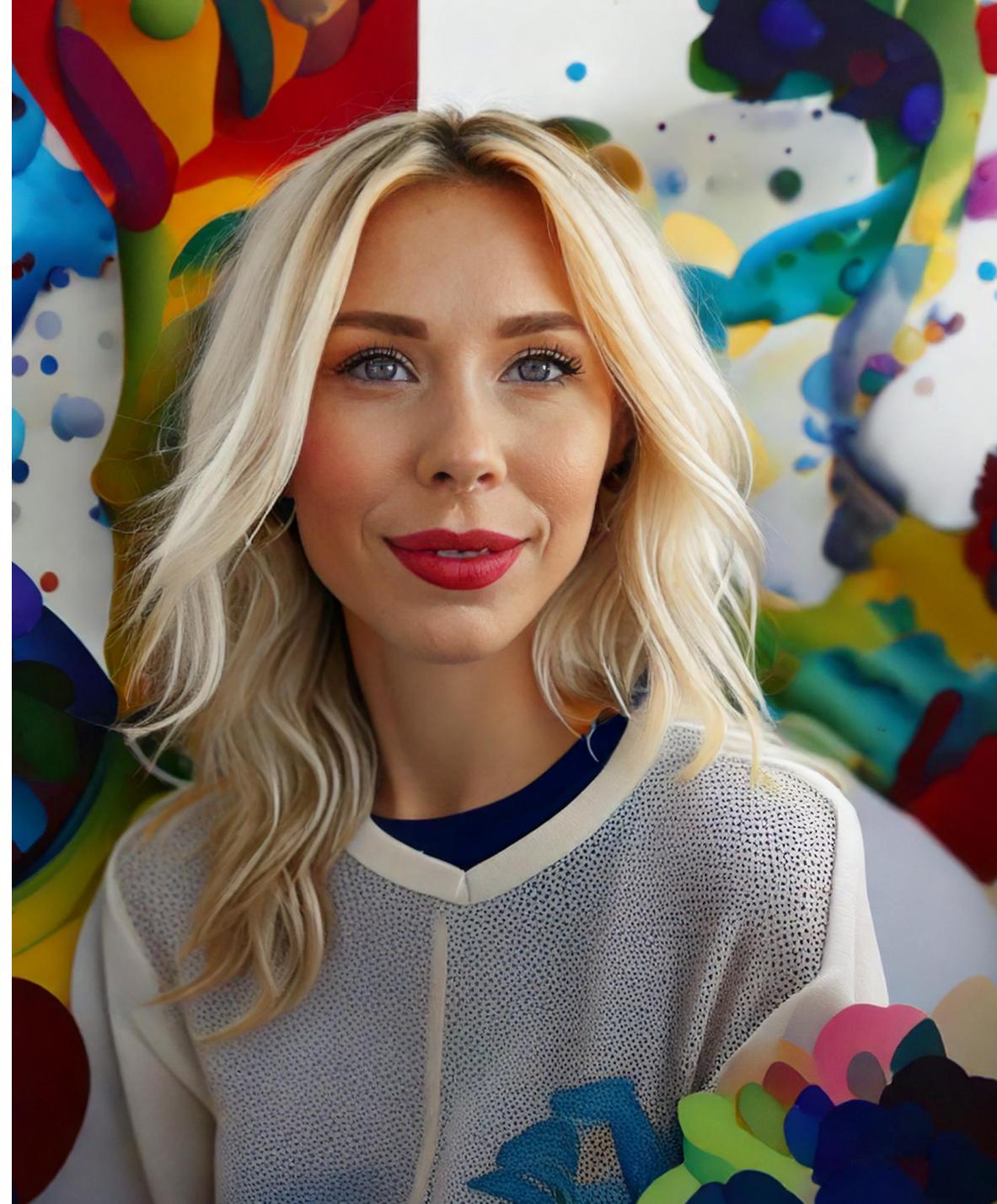
Imagery Style

High-Quality Images: Always use high-resolution images that are clear, sharp, and professional. Avoid using pixelated or low-quality images.

Realistic and Authentic: Use images that reflect real-life scenarios, showcasing genuine interactions and environments. Avoid overly staged or artificial-looking photos.

Diverse Representation: Ensure that images represent a diverse range of people, including different ages, genders, ethnicities, and backgrounds. This promotes inclusivity and resonates with a wider audience.

Consistency: Maintain a consistent style across all images, ensuring that they align with the brand's color palette, tone, and overall aesthetic.



Types of Imagery

Service in Action: Show images of your team performing fire door maintenance, inspections, and repairs. Highlight the expertise and professionalism of your staff.

Safety and Compliance: Use images that emphasize the importance of fire safety and compliance, such as fire doors, safety signs, and compliance checks.

Customer Interaction: Display images of your team interacting with clients, providing consultations, and delivering excellent customer service. This conveys approachability and customer-centricity.

Building Environments: Include images of various building types, such as commercial offices, residential complexes, healthcare facilities, and public sector buildings. This showcases the wide range of environments your services cover.



Visual Elements

Icons: Use a consistent set of icons that align with your brand's style. Icons should be simple, clean, and easily recognizable. They can be used to highlight key points or features in your marketing materials.

Patterns: Incorporate subtle patterns that reflect the brand's visual identity. These patterns can be used as background elements or to add texture to designs. Ensure that patterns do not overpower the main content.

Graphics: Utilize graphics that support and enhance your messaging. This can include charts, diagrams, and infographics that convey information clearly and effectively. Graphics should align with the brand's color palette and style.



Icons

Style: Use a consistent style for all icons to maintain a cohesive look. Choose icons that are simple, clean, and easily recognizable. Avoid overly complex or detailed designs.

Color: Use the brand's primary and secondary colors for icons. Ensure that icons have sufficient contrast with the background for visibility. Use monochromatic or duo-tone color schemes for a modern and professional look.

Size and Spacing: Maintain consistent icon sizes and spacing to ensure a balanced and organized appearance. Icons should be appropriately sized for their intended use, whether in print or digital materials.

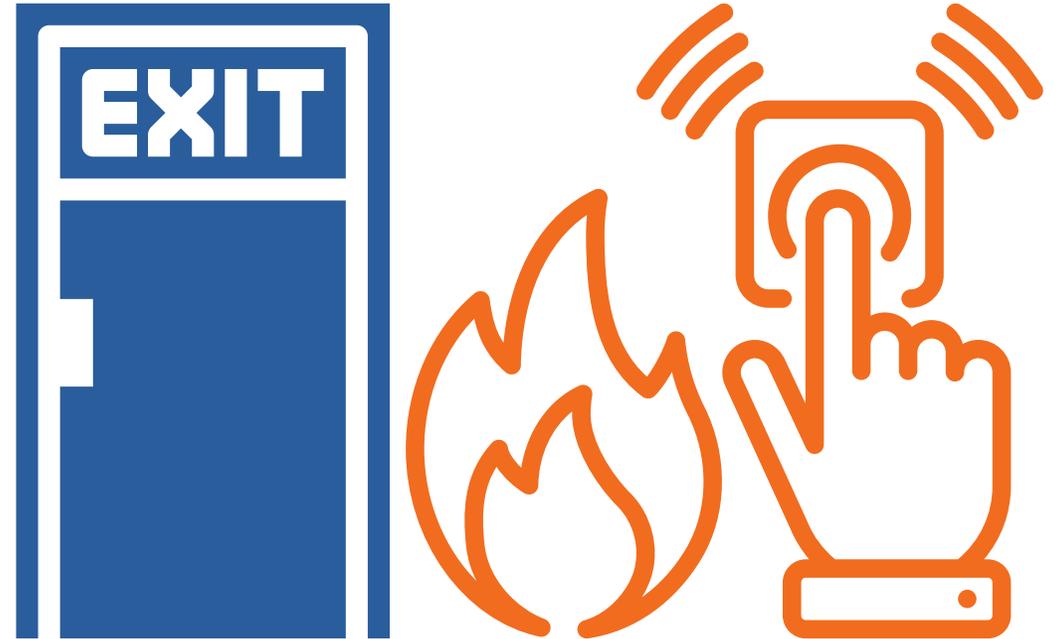
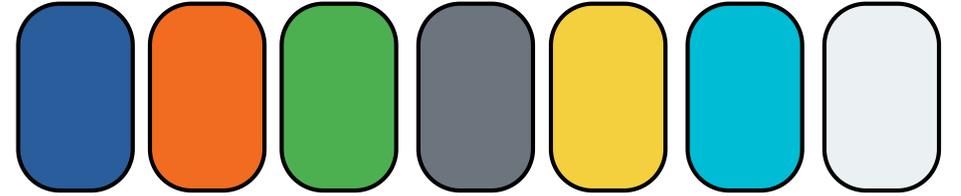
Usage: Use icons to highlight key points, break up text, and enhance visual interest. Icons can be used in brochures, presentations, websites, social media posts, and other marketing materials.

Examples:

Service Icons: Represent different services offered, such as fire door maintenance, compliance checks, and safety audits.

Action Icons: Indicate actions such as contact, call, email, visit website, download, and learn more.

Informational Icons: Highlight important information, such as compliance, safety, benefits, and features.



Patterns

Style: Use subtle and elegant patterns that align with the brand's visual identity. Patterns should add texture and interest without overwhelming the main content.

Color: Use the brand's primary and secondary colors for patterns. Ensure that patterns complement the overall design and do not clash with other visual elements.

Usage: Incorporate patterns into backgrounds, borders, and other design elements. Patterns can be used in print materials, digital graphics, website backgrounds, and social media posts.

Examples:

Background Patterns: Use patterns to add depth and visual interest to brochures, flyers, posters, and website sections.

Border Patterns: Apply patterns to the borders of print materials and digital graphics to create a cohesive and polished look.

Highlight Patterns: Use patterns to highlight specific sections or features, such as call-to-action buttons or key messages.



Graphics

Style: Use graphics that align with the brand's visual identity and support the content. Graphics should be clear, professional, and relevant to the brand's message and services.

Colour: Use the brand's primary and secondary colors for graphics. Ensure that graphics are visually appealing and consistent with the overall design.

Usage: Incorporate graphics into presentations, infographics, reports, brochures, websites, and social media posts. Graphics can be used to illustrate concepts, present data, and enhance visual interest.

Examples:

Infographics: Create infographics to visually present data, statistics, and key information. Use icons, charts, and diagrams to enhance understanding.

Charts and Diagrams: Use charts and diagrams to illustrate processes, workflows, and comparisons. Ensure that they are clear, accurate, and easy to read.

Illustrations: Use illustrations to add a creative and engaging element to print and digital materials. Illustrations can represent services, benefits, and scenarios related to fire safety.



TBC

Usage Guidelines

Placement: Ensure that images and visual elements are placed thoughtfully within the design. Avoid clutter and maintain a clean, balanced layout that directs attention to the most important information.

Alignment: Maintain proper alignment and spacing to create a visually appealing and organized design. Consistent alignment helps guide the viewer's eye and enhances readability.

Contrast: Use contrast to highlight key elements and ensure readability. Ensure there is sufficient contrast between text and background images or colors.

Brand Colors: Integrate the brand's primary and secondary colors into imagery and visual elements. This creates a cohesive and recognizable look across all materials.



TBC

Examples

Acceptable Imagery:

- High-quality photos of your team performing fire door maintenance.
- Images of fire doors, safety signs, and compliance checks.
- Photos of your team interacting with clients in a professional setting.
- Images of diverse building environments, such as commercial offices and healthcare facilities.



Unacceptable Imagery:

- Low-resolution or pixelated images.
- Overly staged or artificial-looking photos.
- Images that do not align with the brand's color palette or style.
- Cluttered or visually overwhelming images.



Brand Messaging

Tagline: Provide the brand's tagline and guidelines on its usage. For example:
"Protecting Lives Through Fire Safety."

Key Messages: Outline the key messages that should be communicated across different channels. For example:

"Ensuring compliance with fire safety regulations."
"Providing reliable and cost-effective fire door maintenance services."

"Protecting occupants and assets through comprehensive fire safety solutions."



Strapline Components

Straplines are highly personal and subjective, reflecting the unique identity, values, and goals of a brand. The provided straplines serve as a conversational piece and a launch pad for your business to explore and refine a version that truly resonates with your target audience. By considering these options and discussing their impact, your team can develop a strapline that not only captures the essence of your brand but also communicates your commitment to saving lives and securing businesses. This collaborative process ensures that the final strapline is both meaningful and memorable, setting the foundation for a strong and impactful brand identity. Here are some components to get you thinking ...

"Beyond Compliance: Safeguarding Lives and Assets"

"More Than a Checklist: Ensuring Safety and Continuity"

"Commitment to Safety: Protecting Lives and Business Operations"

"Exceeding Standards: Your Partner in Fire Safety"

"Compliance and Beyond: Securing Futures, Saving Lives"

"More Than Regulations: Dedicated to Life and Business Protection"

"Fire Safety Commitment: Beyond Compliance, Total Protection"

"Protecting More Than Property: Ensuring Safety and Resilience"

"Guarding Lives, Protecting Assets"

"Unyielding Protection for Peace of Mind"

"Dependable Safety, Uncompromised Compliance"

"Your Safety Partner: Ensuring Every Door Counts"

"Precision and Protection: Fire Doors You Can Trust"

"Fire Safety Reinvented: Your Shield, Your Safety"

"Defying Danger: Unyielding Fire Door Solutions"

"Break the Chain of Risk: Uncompromised Fire Safety"

"Vigilance Redefined: Fire Doors that Stand Guard"

"Guardians of Safety: Your Fortress Against Fire"

"Safeguard Lives, Secure Your Business"

"Fire Safety That Protects Your Bottom Line"

"Prevent Disruption, Ensure Compliance"

"Minimize Risk, Maximize Protection"

"Invest in Safety, Save on Costs"

"Guarding Lives, Protecting Assets"

"Unyielding Protection for Peace of Mind"

"Dependable Safety, Uncompromised Compliance"

"Your Safety Partner: Ensuring Every Door Counts"

"Precision and Protection: Fire Doors You Can Trust"

Tagline Recommendations

Highlighting that there's more to fire safety than just ticking a compliance box and emphasizing the life-saving and business-protecting aspects can really resonate with your audience. Here are a list of straplines that incorporate that idea:

*Saving Lives
& Livelihoods*

These straplines stress the crucial role of fire safety in both saving lives and maintaining business continuity, while reinforcing the idea that it's about more than just meeting regulatory requirements.

"Protecting Lives Through Fire Safety"

"Ensuring Safety, Compliance, and Peace of Mind"

"Your Trusted Partner in Fire Door Maintenance"

"Safeguarding Buildings, Protecting People"

"Excellence in Fire Safety, Reliability in Service"

"More Than Compliance: Saving Lives, Securing Futures"

"Beyond the Checklist: Protecting Lives and Livelihoods"

"Fire Safety: More Than Compliance, It's Commitment"

"Protecting What Matters: Lives and Businesses"

"From Compliance to Commitment: Safeguarding All"

Key Messages

Ensuring Compliance with Fire Safety Regulations

"Our comprehensive fire door maintenance services ensure that your building meets all fire safety regulations, providing peace of mind and protecting lives."

"Stay compliant and avoid legal penalties with our expert fire door inspections, maintenance, and repairs."

Reliable and Cost-Effective Fire Door Maintenance

"We offer reliable and cost-effective fire door maintenance solutions that prioritize safety and compliance without breaking the bank."

"Trust our experienced team to provide top-quality maintenance services that keep your fire doors in optimal condition."

Protecting Occupants and Assets

"Our mission is to protect building occupants and assets through proactive fire door maintenance and safety measures."

"Ensure the safety of your tenants, employees, and property with our comprehensive fire door maintenance services."

Expertise and Professionalism

"With years of experience and industry certifications, our team delivers expert fire door maintenance services you can trust."

"Our professional and knowledgeable staff are dedicated to providing the highest standards of fire door maintenance and safety."

Customer-Centric Approach

"We prioritize our customers' needs, offering tailored fire door maintenance solutions that meet your specific requirements."

"Our customer-centric approach ensures that you receive personalized service and support every step of the way."

Innovation and Continuous Improvement

"We embrace innovation and continuously seek new ways to improve our fire door maintenance services, ensuring the highest standards of safety and compliance."

"Stay ahead of the curve with our cutting-edge fire door maintenance solutions that leverage the latest technology and industry best practices."

Building Long-Term Relationships

"We value long-term relationships with our clients, providing ongoing support and maintenance to ensure your fire doors remain compliant and functional."

"Our commitment to building lasting partnerships means you can rely on us for all your fire door maintenance needs."

Digital and Print Guidelines

Website: Provide guidelines on the website's design, layout, and content. Include examples of homepage, service pages, and contact page layouts.

Social Media: Specify guidelines for social media profiles, including profile images, cover photos, and post styles. Include best practices for engaging with followers and responding to comments.

Print Materials: Define guidelines for print materials, such as brochures, business cards, and flyers. Include examples of layouts, margins, and spacing.

Website Guidelines

Website Structure and Layout

Homepage:

Key Elements: Logo, navigation menu, hero image or banner, brief introduction, key services, call-to-action (CTA) buttons, and contact information.

Layout: Clean and organized with clear sections. Use high-quality imagery that aligns with the brand's visual elements.

Service Pages:

Key Elements: Detailed descriptions of services, benefits, client testimonials, CTAs, and relevant imagery.

Layout: Use a consistent format for each service page. Highlight key points with bullet lists and headings for easy readability.

About Us Page:

Key Elements: Company history, mission statement, vision statement, core values, team profiles, and contact information.

Layout: Use engaging content and images to tell the brand's story. Include team photos and short bios to build trust and humanize the brand.

Contact Page:

Key Elements: Contact form, phone number, email address, physical address, and interactive map.

Layout: Keep it simple and user-friendly. Ensure the contact form is easy to fill out and submit.



Website Guidelines

Navigation and User Experience (UX)

Navigation Menu:

Structure: Use a clear and intuitive navigation menu with links to key pages (e.g., Home, Services, About Us, Contact).

Sticky Navigation: Implement a sticky navigation bar that remains visible as users scroll down the page for easy access.

User Experience:

Accessibility: Ensure the website is accessible to all users, including those with disabilities. Use alt text for images, clear headings, and sufficient color contrast.

Mobile-Friendly: Optimize the website for mobile devices with responsive design. Ensure that all elements are easily accessible and functional on smaller screens.

Loading Speed: Optimize images and minimize code to improve loading speed. Use a reliable hosting service to ensure fast and consistent performance.



Website Guidelines

Design and Visual Elements

Color Palette:

Consistency: Use the brand's primary, secondary, and accent colors consistently across the website. Ensure that the color palette aligns with the brand guidelines.

Typography:

Fonts: Use the recommended typography (Arial, Lato, and Merriweather) for headings, body text, and captions. Maintain consistency in font sizes and styles.

Imagery:

High-Quality Images: Use high-resolution images that reflect the brand's style and values. Ensure that images are relevant to the content and enhance the overall visual appeal.

Icons and Graphics:

Consistency: Use a consistent set of icons and graphics that align with the brand's visual identity. Ensure that they are clear, recognizable, and enhance the content.

Website Guidelines

Content and Copywriting

Tone and Voice:

Consistency: Maintain a consistent brand voice and tone across all website content. Adapt the tone based on the context (e.g., informative, friendly, empathetic).

Headings and Subheadings:

Clarity: Use clear and descriptive headings and subheadings to break up content and improve readability. Ensure that headings are SEO-friendly.

Calls to Action (CTAs):

Effectiveness: Use clear and compelling CTAs to guide users towards desired actions (e.g., "Contact Us," "Learn More," "Request a Quote"). Ensure that CTAs are prominently displayed and stand out visually.

SEO Optimization:

Keywords: Incorporate relevant keywords naturally into the content to improve search engine rankings. Use meta titles, descriptions, and header tags effectively.

Internal Linking: Use internal links to guide users to related content and improve site navigation.



Website Guidelines

Functionality and Performance

Forms:

User-Friendly: Ensure that all forms (e.g., contact form, quote request form) are easy to use and submit. Include clear instructions and error messages.

Security:

SSL Certificate: Ensure that the website has an SSL certificate to protect user data and enhance trust. Display security badges if applicable.

Analytics:

Tracking: Implement website analytics tools (e.g., Google Analytics) to monitor traffic, user behavior, and conversions. Use this data to make informed decisions and improvements.



Social Media Guidelines

Social Media Guidelines

Platform Selection

Identify Key Platforms: Choose the social media platforms that align with your target audience and industry. Recommended platforms include:

LinkedIn: For professional networking and B2B engagement.

Facebook: For building a community and engaging with a wider audience.

X/ Twitter: For real-time updates and industry news.

Instagram: For visual storytelling and showcasing your services.

YouTube: For educational and informative video content.

Social Media Guidelines

Profile and Branding

Consistent Branding: Ensure that your profile images, cover photos, and bios are consistent across all platforms. Use your logo and brand colors to maintain a cohesive visual identity.

Bio and Descriptions: Craft clear and concise bios that reflect your brand's mission and values. Include relevant keywords and a link to your website.

Contact Information: Provide accurate and up-to-date contact information, including email addresses and phone numbers, to make it easy for followers to reach you.

Social Media Guidelines

Content Strategy

Content Types:

Educational Content: Share blog posts, articles, and infographics related to fire door maintenance and fire safety regulations.

Visual Content: Post high-quality images, videos, and graphics showcasing your services, team, and customer testimonials.

Engagement Content: Create polls, quizzes, and Q&A sessions to encourage interaction and engagement with your audience.

Promotional Content: Highlight special offers, promotions, and new services to drive interest and conversions.

User-Generated Content: Encourage customers to share their experiences and feature their content on your profile.

Content Calendar: Develop a content calendar to plan and schedule posts in advance. This ensures a consistent posting frequency and helps maintain an organized approach to content creation.

Posting Frequency: Determine an appropriate posting frequency for each platform. For example:

LinkedIn: 2-3 times per week

Facebook: 3-4 times per week

Twitter: Daily

Instagram: 2-3 times per week

YouTube: 1-2 times per month

Social Media Guidelines

Engagement and Community Building

Respond to Comments and Messages: Engage with your audience by responding to comments, messages, and mentions promptly. Show appreciation for positive feedback and address any concerns or questions **professionally**.

Share and Curate Content: Share relevant content from industry leaders, partners, and customers to build relationships and provide value to your audience.

Hashtags: Use relevant and trending hashtags to increase the visibility of your posts and reach a broader audience. Create branded hashtags to encourage user-generated content.

Contests and Giveaways: Run contests and giveaways to boost engagement and attract new followers. Ensure that the rules are clear and the prizes are relevant to your audience.

Social Media Guidelines

Analytics and Performance Monitoring

Track Key Metrics: Monitor key performance metrics such as engagement rate, reach, impressions, and follower growth. Use platform-specific analytics tools to gather data and insights.

Set Goals: Establish clear and measurable goals for your social media efforts, such as increasing brand awareness, driving website traffic, or generating leads.

Analyze and Adjust: Regularly review your performance data to identify trends and areas for improvement. Adjust your content strategy and posting frequency based on the insights gained.

Social Media Guidelines

Compliance and Best Practices

Adhere to Platform Guidelines: Follow the terms of service and community guidelines of each social media platform to avoid any penalties or account suspensions.

Maintain Professionalism: Ensure that all content and interactions reflect your brand's professionalism and values. Avoid controversial or sensitive topics that may harm your brand's reputation.

Secure Accounts: Implement strong passwords and enable two-factor authentication to protect your social media accounts from unauthorized access.

Legal and Ethical Considerations: Ensure that all content is original or properly credited to avoid copyright infringement. Obtain necessary permissions for any user-generated content you share.

Print Material Guidelines

Design Elements

Consistency: Ensure that all print materials reflect the brand's visual identity, including logo, color palette, typography, and imagery. Consistency helps reinforce brand recognition and trust.

Layout: Use clean, organized layouts that guide the reader's eye and emphasize key information. Maintain a balance between text and visuals to create visually appealing designs.

Print Material Guidelines

Colour Palette

Brand Colors: Use the primary, secondary, and accent colors from the brand's color palette to maintain a cohesive look. Ensure that colors are accurately reproduced in print by specifying CMYK values.

Contrast: Ensure sufficient contrast between text and background colors to enhance readability. Avoid using colors that may blend together or cause strain on the eyes.

Print Material Guidelines

Typography

Primary Font: Arial (Headings: Arial Bold, Body Text: Arial Regular, Captions: Arial Italic)

Secondary Font: Lato (Headings: Lato Bold, Body Text: Lato Regular, Captions: Lato Italic)

Accent Font: Merriweather (Headings: Merriweather Bold, Body Text: Merriweather Regular, Captions: Merriweather Italic)

Readability: Ensure that font sizes are appropriate for the intended audience and context. Maintain consistent line spacing and alignment to enhance readability.

Print Material Guidelines

Imagery and Graphics

High-Quality Images: Use high-resolution images that are clear and sharp. Ensure that images are relevant to the content and enhance the overall visual appeal.

Visual Elements: Incorporate icons, patterns, and graphics that align with the brand's visual identity. Use these elements to highlight key points and break up text.

Print Material Guidelines

Types of Print Materials

Business Cards:

Key Elements: Logo, name, job title, contact information, website, and social media handles.

Layout: Keep the design clean and professional. Use both sides of the card if necessary to avoid clutter.

Brochures:

Key Elements: Company overview, services offered, benefits, client testimonials, contact information, and CTAs.

Layout: Use a clear, organized layout with sections and headings. Include engaging visuals and bullet points to break up text.

Flyers:

Key Elements: Headline, brief description of services, key benefits, contact information, and CTAs.

Layout: Keep it simple and focused. Use eye-catching visuals and bold headings to draw attention.

Posters:

Key Elements: Headline, key message, visuals, contact information, and CTAs.

Layout: Use large, bold fonts for the headline and key message. Ensure that visuals are impactful and relevant.

Letterheads:

Key Elements: Logo, company name, address, phone number, email, and website.

Layout: Keep the design clean and professional. Ensure that the letterhead does not overpower the main content.

Reports and Proposals:

Key Elements: Cover page, table of contents, executive summary, main content, visuals, and appendices.

Layout: Use a consistent format with headings and subheadings. Include charts, graphs, and images to support the content.

Print Material Guidelines

6. Print Specifications

- **Paper Quality:** Choose high-quality paper that reflects the brand's professionalism. Consider factors such as weight, finish (e.g., matte, gloss), and texture.
- **Printing Techniques:** Ensure that printing techniques are chosen to accurately reproduce colors and details. Consider options such as offset printing for high-quality results.
- **Bleed and Margins:** Allow for bleed and margins in the design to ensure that content is not cut off during printing. Follow industry-standard guidelines for bleed (usually 3mm) and margins.

Print Material Guidelines

Proofing and Quality Control

Proofing: Review all print materials thoroughly before sending them to print. Check for errors in text, alignment, colors, and images.

Print Proofs: Request print proofs from the printer to verify that colors and details are accurately reproduced. Make any necessary adjustments before final printing.

Quality Control: Perform quality checks on the final printed materials to ensure they meet the brand's standards. Address any issues with the printer if needed.

Brand Applications

Marketing Materials: Provide examples of branded marketing materials, such as advertisements, email templates, and banners. Include guidelines on maintaining consistency across different formats.

Signage: Specify guidelines for signage, including exterior and interior signs. Include examples of acceptable designs and placements.

Employee Communications: Outline guidelines for internal communications, such as email signatures, presentation templates, and company memos.

Next Steps

Align with brand recommendations so far:

Specify guidelines for signage, including exterior and interior signs.

**THANK
YOU**



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APPENDIX

Primary Font: Arial

Headings: Arial Bold

Body Text: Arial Regular

Captions: Arial Italic

Secondary Font: Lato

Headings: Lato Bold

Body Text: Lato Regular

Captions: Lato Italic

Accent Font: Merriweather

Headings: Merriweather Bold

Body Text: Merriweather Regular

Captions: Merriweather Italic

Primary Colors

Integrity Blue: #2A5D9B

Safety Orange: #F16C20

Secondary Colors

Innovation Green: #4CAF50

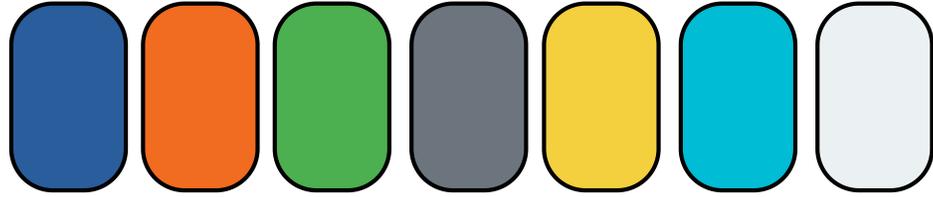
Excellence Grey: #6C757D

Collaboration Yellow: #F4D03F

Accent Colors

Customer-Centric Cyan: #00BCD4

Excellence White: #FFFFFF



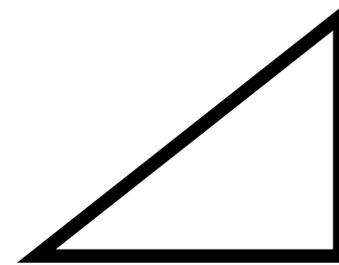
Fire
Door
Maintenance
Group Ltd.

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Fire
Door
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Group

Fire
Door
Maintenance
Group



Marketing Materials

Brochures

Purpose: Provide detailed information about your services, company values, and benefits to potential clients.

Design Elements:

Cover Page: Include the logo, tagline, and a captivating image that represents the brand. The cover should grab attention and invite readers to explore further.

Content Sections: Organize the brochure into clear sections such as About Us, Services, Benefits, Client Testimonials, and Contact Information.

Visuals: Use high-quality images, icons, and graphics to enhance the content and maintain visual interest. Ensure that visuals align with the brand's color palette and style.

CTAs: Include clear calls to action throughout the brochure, encouraging readers to contact you, visit your website, or request a consultation.

Format: Use a tri-fold or bi-fold layout, depending on the amount of content. Ensure that the layout is clean and easy to read.

Marketing Materials

Flyers

Purpose: Promote specific services, events, or special offers in a concise and visually appealing format.

Design Elements:

Headline: Create a bold and attention-grabbing headline that clearly communicates the main message.

Content: Provide a brief description of the service, event, or offer. Use bullet points to highlight key benefits and features.

Visuals: Incorporate relevant images and icons to support the content and attract attention. Ensure that visuals align with the brand's style.

CTAs: Include a prominent call to action, such as "Contact Us," "Learn More," or "Register Now."

Format: Use a single-sided or double-sided layout, depending on the amount of content. Ensure that the flyer is easy to read and visually engaging.